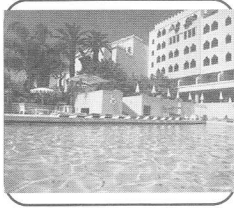


FIGURE 4:

THE EIGHT TOURISM SECTORS



1. ACCOMMODATION

Hotels, Guest Houses, Resorts, All-Inclusives, Time-Share Facilities, Inns, Bed & Breakfasts, Tourist Homes or Villas, Campgrounds



2. FOOD & BEVERAGE

Restaurants, Dining Rooms, Coffee Shops, Fast Food Outlets, Pubs, Lounges, Night Clubs, Cabarets, Club Facilities Institutions, Catering Operations, Specialty (e.g. Jerk pits)

HOSPITALITY



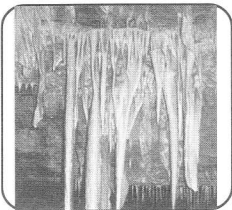
3. ADVENTURE TOURISM

Air Carriers, Golf/Tennis Facilities, Parks, Fishing Facilities, Cruise Lines, Hunting Facilities, Car Rentals, Adventure Tourism, Recreational Vehicles, Marine Facilities, Taxis



4. TRANSPORTATION

Air Carriers, Bus and Tour Companies, Cruise Lines, Car Rentals, Recreational Vehicles, Taxis, Gas Stations



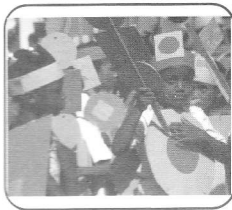
5. ATTRACTIONS

Museums, Galleries Heritage/Historical Sites & Parks, Gardens, Amusement/Recreation Parks, Interpretive Centres, Native/Cultural Tourism/Industrial Tourism/Eco Tourism



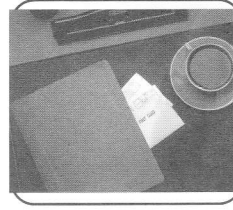
6. TRAVEL TRADE

Travel Agencies
Tour Wholesalers
Tour Operators
Tour Guide



7. EVENTS & CONFERENCES

Special Events/Carnival/Cricket, Meetings/Conferences/Conventions, Festivals, Trade Shows/Marketplaces, Fairs & Exhibitions



8. TOURISM SERVICES

Government Tourism Departments, Information Centres, Research Services Reservation Services, Advertising Agencies, Trade Press, Marketing, Professional Associations, Consultants, Tourism Educators Tourism Suppliers, Retail Operations