

Mr. Tourism retires

Dan Wallace, whose name has become synonymous with the spiralling growth of tourism in Canada and whose influence opened new avenues in an industry constantly changing, retired as general director of marketing from the Canadian Government Office of Tourism on September 26.

Mr. Wallace, who celebrated his sixty-fifth birthday on September 27, after a career in tourism spanning almost two decades, left his office with mixed emotions — gratitude for the opportunity to help shape CGOT into one of the largest and most active organizations of its kind in the world, and envy for those who will follow in his footsteps.

After serving as the director of travel and information for his native province of Nova Scotia, he became assistant director of what was known as the Canadian Government Travel Bureau in 1961.

National challenge

"I felt at that time it would be more exciting working in the centre of Canada," he recalled. "I knew the job would offer more of a challenge and I'd have an opportunity to promote tourism for all of Canada."

Working with Alan Field, who was then CGTB director, the pair drew up a five-year program in 1962 leading to Canada's centennial. Their aim was to raise Canada's visitor income to \$1 billion by 1967 and they set out to chart a new course for tourism in Canada and preach its potential at home and abroad. Today, there are 26 field offices located in eight countries, compared to two when Mr. Wallace came to Ottawa. The budget of \$2 million in 1961 has been increased to \$24 million today.

Dan Wallace took over as director when Mr. Field left the post in 1965. The centennial year, highlighted by Expo 67, turned out to be a year of self-discovery for Canadians.

Mr. Wallace is also proud of the "Explore Canada" program launched in 1971, when provinces, territories and private enterprise joined together to encourage Canadians to travel more in "Vacationland Canada". A travel survey released the same year revealed that 72 per cent of the travel industry's



Dan Wallace plays his mandolin at a farewell party given by his colleagues and former colleagues, at the Pineglen Golf Club, Ottawa, on September 25.

income came from Canadians.

"Since 1957, Canada's income from visitors has grown at a compound interest rate of 9.4 per cent," stated Wallace in a recent speech. "In recent years, it is probably that income from Canadians travelling in Canada has grown as fast or faster. If this 9.4 per cent growth continues for the total income of Canada's travel industry, this income would reach \$11 billion by 1980 and \$17 billion by 1985...." Tourism, stated Mr. Wallace, could "help break down regional, national

and international barriers to understanding...." Managers of 26 field offices abroad were present. The Eskimo carving was one of the gifts to Mr. Wallace on his retirement.

and international barriers to understanding...."

Life member of ASTA

Mr. Wallace, who has represented Canada at international travel conferences on several continents, was elected an honorary life member of the American Society of Travel Agents at a recent meeting in Amsterdam. He joins a select group. Only seven other Society members have been elected honorary life members.

Grant assists training of Asian agricultural managers

A grant of \$248,000 over three years has been made by the International Development Research Centre (IDRC) to assist a group of Asian nations in their efforts to improve and co-ordinate research management and training for agricultural development — an essential step towards self-sufficiency in food.

The research management project announced September 29 by IDRC president, Dr. W. David Hopper, will make a two-pronged approach: identifying, analyzing, and making recommendations for solving management problems in current agricultural research, while concurrently establishing national and regional training programs for both present and future research managers,

thus ensuring the project's long-term effectiveness. The project is co-ordinated by the Southeast Asian Regional Centre for Graduate Study and Research in Agriculture (SEARCA), Philippines.

Many developing countries of Asia have established agricultural research programs in recent years, but the effective management of such research, without which the maximum benefits cannot be realized, is a complex task. Eighteen months ago at a seminar-workshop in the Philippines, delegates from 14 countries recommended that a concerted effort be made to organize their combined knowledge and experience to provide adequate research management leadership for the future.