

- e) A tourist country where the old mixes with the new and east meets west. A country of ancient ruins and modern hotels; of rugged wilderness and green, newly reclaimed land; of sea, sunshine, and beaches.

However, while considering these positive aspects of Israel, it is also important to bear in mind certain apprehensions that may influence the prospective traveller:

- (a) That, being a pioneering country, it may be primitive and lack western comfort.
- (b) That there may be a lack of know-how in matters of service and organization.
- (c) That improvisation and muddling-through would be substituted for real experience.
- (d) That Israelis would not be able to afford equipment in line with true international standards.

All arguments for and against Israel will, quite naturally, influence the attitude of the public towards EL AL.

2. Suggested line of approach

(a) RELIABILITY

The dominant impression of an EL AL office should be one of super-efficiency and up-to-dateness with a strong technological note. This is of supreme importance in order to put the passenger's mind at ease regarding his personal safety - a subject looming largely in his imagination but one which must never be directly mentioned in the airline business.

(b) MODESTY

It is important to remember that Israel is a small and by no means rich country. Therefore, an office of the Israel Airlines must never be extravagant or exaggeratedly luxurious. A certain simplicity or even ruggedness of treatment, combined with very comfortable and perfectly finished furniture should be the aim.

(c) MEDITERRANEAN ASPECT

Israel is a hot, sunny country washed by blue seas. Hence, the interior of an EL AL office should be gay, warm, and friendly. This can be best achieved by colour scheme and lighting. It can be enhanced by the use of the ordinary Israeli cactus which has become a symbol of Young Israel and which can be easily supplied from Israel. Naturally, cacti can only be used in countries where they do not grow in the normal way.

(d) TRADITIONAL ASPECTS

Most Jewish EL AL passengers expect to find in an EL AL office some link with Jewish history and tradition; at the same time, the same elements may appeal to the non-Jew as unusual and, therefore, interesting. Unfortunately, Jewish traditional elements are so closely connected with religious observance that they have acquired a sacral character which would be entirely out of place in the office of an airline of our technological age.