

### Supply

and consulates to adequately fulfil the role of a national tourist office abroad.

There are several reasons why this is so. First, embassies operate in an environment totally different from that of the travel and tourist industry of a country.

Second, diplomatic missions generally lack marketing expertise and are ill-equipped to cope with the organization and implementation of a fully comprehensive marketing plan. Additionally, press or information attachés are unlikely to possess specialist knowledge in tourism and are more likely to be in contact with political and diplomatic people of the host country rather than tourists.

Third, embassies are often physically located far from the travel centres of a nation. In West Germany, Canada, Brazil, Australia and the U.S., for example, embassies are far away from the major market regions for tourism.

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Fourth, the travel trade world-wide, now the main commercial partner of a national tourist office, prefers to conduct business with a tourist office staff rather than with diplomats. Tourist office staff speak the same language, technically speaking, and form a direct and effective channel to the tourist industry back home. Evidence also suggests that such representation is regarded by the relevant national tourism administrations as temporary and provide a useful but somewhat crude means of test marketing before the eventual hoped for opening of a fully-fledged, independent tourist office.

In markets which are considered of secondary importance, embassy representation is considered only as better than nothing. Canada must promote tourism as it promotes trade, with separate and independent trade offices abroad which can specialize in a very competitive business.

It is understandable that smaller countries with limited resources cannot invest considerable sums of money into the creation of a network, however small, of national tourism offices overseas. Instead, they rely on alternative means of representation such as departments of external affairs and diplomatic missions, and many conduct promotional campaigns from their home base. Perhaps Canada cannot have separate tourism offices everywhere it would like, but I feel it is imperative that national tourism offices be put in place wherever possible with qualified overseas representation and promotion in order to be competitive in the international tourist industry. It is not good enough to just buy slick TV and media advertising.

Tourism being one of Canada's largest employers, it creates over one million jobs in a variety of diversified fields. One out of every ten Canadians, from taxi drivers to resort and marina operators, earns a living from tourism.

Southeastern Ontario is a choice location with wide open spaces of unspoiled natural beauty complemented by beautiful towns and villages that are on a comfortable human scale and yet full of interest because of our culture and our own diversity.

The year 1984 marks a very special occasion because of the bicentennial of the arrival of the first permanent settlers in 1784. The Government has done little to promote this historical event in or outside of Canada. The slogan "The Year of Tourism" is a good one but again, people want to know why large amounts of money are being spent to promote selective events while other events, such as the arrival of the United Empire Loyalists in the Maritimes and Quebec in 1783, and in what is now Ontario in 1784, are all but ignored.

Lack of recognition for this major event is unfortunate. With all the local activities in southeastern Ontario, needless to say this is very important or could be very important to the number of Americans which could be attracted here this summer. The average American visit of over 24 hours will last for 4.5 days and about \$180 will be spent. There is no question that the Bay of Quinté, Land O'Lakes area is a choice destination for our American friends. The number of American visitors between 1972 and 1982 declined by over 6 per cent in Canada, causing our largest tourist deficit of \$2.1 billion for 1983.

Eastern Ontario has the best sports fishing, with the widest variety of species in North America and over 40,000 lakes. Tourism is important to us all. All I ask is that the Government treat all major events and promotion of choice destinations on an equal basis across the country in its advertising campaigns.

**The Acting Speaker (Mr. Herbert):** There follows a ten-minute period for questions or comments. Debate.

**Mr. Maurice Harquail (Parliamentary Secretary to Minister of Fisheries and Oceans):** Mr. Speaker, I am very pleased to participate in the debate today. While I cannot agree with everything the previous speaker said, I want to begin by congratulating him on the manner in which he has participated and for his thoughtful approach in the speech which he just delivered to the House.

I also want to express my appreciation to the Official Opposition for focusing on this topic because I believe it is a very important aspect of our lives in Canada. Since tourism is big business it is very appropriate that we have this opportunity to discuss this topic in the House of Commons.

Let me also take this opportunity to congratulate the Minister of Small Businesses and Tourism (Mr. Smith) who has been devoting his energy to touring the country and co-operating with provincial Ministers of Tourism. I believe he is injecting new life into the entire question of tourism in this country. Recently, he came to visit my constituency in northern New Brunswick. Not only did this give me the opportunity to highlight some of the attractions that we have there, but I could also stress the need for additional funds in that area and ask the Minister to discuss this need with his Cabinet colleagues, the Minister of Regional Industrial Expansion (Mr. Lumley), the Minister of State for Economic and Regional Development (Mr. Johnston), the Minister of Transport (Mr. Axworthy), and other Ministers who have a direct effect on the growth of northern New Brunswick.