

Recreation Parks

I believe that the National and Historic Parks Branch has thus determined that it has a dual mandate. It must respect the needs of Canadians to enjoy the environment of the national parks, while at the same time it must protect and preserve them for the enjoyment of future generations.

Following on this, and to reiterate what the department has already publicly recorded, it takes the view that national parks are part of Canada's national heritage, and that the intensity and type of use must be regulated according to the wide variations in the sensitivities of different areas within parks. To cite an example, an alpine meadow can sustain very little traffic, but it may be possible to provide opportunities for many to enjoy viewing it. That is, recreation comes in varying interpretations, and we must continue to recognize this and to provide for it, for indeed there is today an ever increasing demand by Canadians and others for recreation. That is why another department of the government is working to strengthen Canada's tourist industry. The Department of Industry, Trade and Commerce has proposed an increase of \$5 million for the fiscal year 1973-74 over last year's expenditures on tourist promotion. Yes, tourism has become the largest and fastest growing industry in the world. In recognition of this it was on January 1, 1968, that the federal government created the office of tourism as a new wing of the Department of Industry, Trade and Commerce.

● (1720)

In co-operation with provincial, municipal and private interests this government is committed to making sure that tourism gives Canadians all the social and economic benefits it possibly can. Mr. Speaker, I found it interesting to learn that spending by tourists is our second most important source of foreign currency. With domestic travelling, tourism adds up to a \$3½ billion business annually and provides full or part time employment for an estimated three-quarters of a million Canadians. It is estimated that out of every 100 tourist dollars, 18 go for lodging, 14 for food, 23 for gas and oil, 15 for fares and 30 for merchandise and entertainment.

Mr. Speaker, It is a fact that at present the government is working to maximize Canada's capacity to attract, receive and cater to the traveller. The government is promoting travel to Canada by overseas visitors and is working to increase travel by Canadians in Canada. I was quite astounded to note recently that a \$10 billion Canadian tourism business is predicted for the year 1980. And I was somewhat pleased to recognize that we have taken many other initiatives to develop the tourist industry in Canada. For instance, the Department of Regional Economic Expansion has allocated considerable money to develop tourist facilities in underdeveloped areas. Further, federal manpower authorities are developing new programs to deal with the lack of trained tourist management and staff in Canada's accommodation and food services industries. Moreover, the office of tourism plans to provide multilingual guides to major Canadian centres. It has also been working with Canadian airlines to devise ways to make travel within Canada at least as attractive as travel abroad.

Presently, the North American convention business is a \$6 billion annual industry that knows no season. It is possible, I should think, for Canada to get more than its

[Mr. Stewart (Okanagan-Kootenay).]

present \$300 million share. To help do this, the office of tourism has joined private industry in increased convention promotion, has established a permanent convention representative in the United States, and has published Canada's first convention centre guide book.

It is expected that better transportation will open up the now remote parts of Canada by land, sea, and air, helping to encourage our visitors to come more often, go more places, and spend more time. The government is already working on more highways for tourists who use their cars as vacation vehicles, more airport facilities for those who come by air, as well as improvements to other travel means such as our east coast ferry system. I am confident that federal authorities will continue to make sure that the expansion of transportation facilities stays in step with tourist traffic.

Studies will be conducted, including special research on environmental considerations. For we do want tourism developed, but we do not want our environment destroyed in the process. We want to know what our natural resources and our facilities can safely and comfortably sustain in the way of tourist traffic.

We need still closer co-ordination between the federal government and the provincial, municipal and private sectors and among the various federal departments involved in this major industry. That is why the annual federal-provincial conference on tourism will continue as a focal point, where the ministers involved can meet to exchange ideas and co-ordinate their activities. Presently, the office of tourism and the provinces are working together to develop a long range strategy—a master plan for tourism in Canada—to ensure sensible and balanced development in tune with the country's resources and industry's needs. A tourist advisory council, drawn from experts in the Canadian tourist business, will be set up to keep federal and provincial ministers up to date on the views of the industry.

Before concluding, Mr. Speaker, I should like to compliment the Minister of Indian Affairs and Northern Development (Mr. Chrétien) who is responsible for Canada's national parks, for recently announcing that special Parks Canada scholarships will be available to graduate university students interested in Canada's historical and national heritage. I believe that up to 15 scholarships will be annually awarded for study in the fields of natural parks and outdoor recreation, and historical archeology and restoration architecture. I consider it laudable to hear the minister say "as Canada's national and historic parks systems expand to meet the ever increasing demands put upon them, a growing need has developed for men and women with both an interest and an expertise in this country's historical and natural heritage". Unquestionably, then, this scholarship program will assist greatly in encouraging students toward careers in the management, interpretation and development of Canada's national and historic parks.

I see that my time has almost expired but I do want to commend to all members of this House the motion before us. Hopefully it will meet with the approval of those present.

Mr. Terry Grier (Toronto-Lakeshore): Mr. Speaker, I think there is much in the resolution moved by the hon. member for Peel South (Mr. Blenkarn) to command our support. It succeeds in articulating a very real request, as it were, on behalf of Canadians that the federal govern-