

public expect today. Speaking of our summer tourism trade in Canada, we face a season of less than 100 days with a good summer. Unfortunately, no one can control the weather, but we can control taxation.

Tourism is one of Canada's largest employers and creates over one million jobs in a variety of diversified fields. Presently one out of every ten Canadians, from taxi drivers to resort and marina operators, earns a living from tourism. I believe we in the Bay of Quinté and Land O' Lakes area are a choice destination.

The year 1984 marks a very special occasion for the Canadian tourism industry. Because of the large number of special events, anniversaries and other celebrations, 1984 has been designated the year of tourism in Canada. Unfortunately, one has only to travel to northern New York state to see how economically uncompetitive we are. The Americans do get an advantage with their dollar, but even that is not enough to balance the effect of Canadian taxation policies and over-regulation. The price of high profile products is raised automatically in many cases, which raises the question of taxation without representation. Provincial governments have legislation which automatically raises the tax provincially when federal taxes increase. This type of arithmetic makes no sense and does not assess the negative impact these taxes have on this industry.

Aside from taxation we must also create an attitude in our communities which welcomes tourists, whether they are spending money in our businesses or not. A person asking for directions must be treated with courtesy. If they are not, that is what the travellers will remember about that particular community. A positive attitude must be expanded to include all governments and individuals if we are to regain our share of the tourist market. It costs nothing to be polite and to smile.

The optimism of changing the Government and electing the Progressive Conservatives will certainly help in a major way. Long-term economic prospects will mean jobs for the 1.5 million people officially unemployed today. Only with fair taxation and regulation coupled with competitive prices and good quality service can we hope to regain our lost tourism market. This is not likely to happen in 1984 alone, but our message should be that we as politicians realize we cannot raise taxes without first knowing what effect they will cause. The practice of squeezing every ounce from the business community, only to have it wasted by government, must stop. The investment community and small businessman must have confidence and encouragement that hard work and common sense will pay dividends which they, rather than just government, will benefit from. This confidence can create a rippling effect in Canada which could realistically create thousands of permanent jobs as well as thousands more part-time, seasonal jobs.

Our job is to attract our American friends. The UEL bicentennial and the four hundred and fiftieth anniversary of Jacques Cartier are only two events which could be invaluable in attracting visitors from the northern United States to see Her Majesty Queen Elizabeth II and to take part in the many events which have been planned in eastern Ontario. Advertis-

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ing alone will not do what has to be done, especially when it is tainted with Liberal advertising agencies just before a federal election. We must make commitments to support tourism with a cost-competitive policy which encourages investment as well as a fair return on this investment. After tax it must give encouragement and incentive for others to invest in tourism throughout Canada.

In the past the federal Government has ignored southeastern Ontario under the old DREE Program. Due to past performance, if the Government stayed in power this porkbarrel approach would continue under the new Department of Regional Industrial Expansion. All indications look to a change in government which will not ignore eastern Ontario. The eastern Ontario subsidiary agreement, signed by the Clark Government in 1979, will end its five-year term this year. As yet there is no prospect of replacing it with a new agreement.

One project which would stimulate tourism in the Bay of Quinté area and Napanee is the development of boating facilities on the Napanee River. This could be provided for in an agreement to develop this potential in co-operation with the provincial and federal governments through the Industrial and Regional Development Program. Presently we in Hastings-Frontenac-Lennox and Addington have been placed by the Government in tier II for maximum level assistance of 60 per cent. I believe this should be changed to tier III or tier IV in order to encourage investment and a competitive industry with American facilities and also to develop new, viable services. Tier III and tier IV would mean a level of assistance of 75 per cent rather than 60 per cent.

I would also like to touch on the promotion of tourism abroad. It is of great importance as tourism has become one of the major industries of the world and one of the fastest developing. Over the past two decades the volume of activity has increased four-fold. Some increase is due to inflation, but most is due to sheer growth in activity, in terms of both more arrivals and greater per capita expenditure.

Countries from all ends of the economic and political spectrum have, in the past two decades, come to establish and develop overseas networks of tourism offices. These range from one small room in a neighbouring capital to over 20 substantial concerns scattered across the world. Geographically most offices are situated in Europe and North America. Countries in developed regions, including Japan, Australia and South Africa, receive most of the world's tourism income and also account for the source of nearly all the global tourism expenditures.

I am very concerned about the level of overseas representation carried out by Canada. Many nations which are not rich recognize the great importance of tourism to their economies and spend considerable amounts on promotion. The world tourism organization has reported that in a sample of 42 countries over 60 per cent of all overseas representation in the tourism sector was undertaken by national tourism offices. Canada's tourism offices are under the control of the Department of External Affairs. I feel it is impossible for embassies