

no doubt that a considerable number of teachers in his area would be eager to take part in a trans-Canada venture.

It is therefore recommended that the Information Division open discussions with San Francisco State University, and later with other institutions, with the objective of having such tours offered for credit towards degrees (this is vital). It is further recommended that, to divert "customers" from some of the more exotic tours with which these would be competing, the Canadian tours be subsidized either through the Information Division or the Travel Bureau. Initially at least, the tours should be restricted to school teachers, university professors and teacher educators.

On a somewhat different but related note, it is also recommended that the Information Division encourage curriculum planning sub-committees in major American cities to spend a period of time in Canada when they are preparing courses about Canada. This could be viewed as a kind of study tour, but would be more intensively aimed at on-the-scene observation and discussions with certain key Canadian experts in related fields. Encouragement of such visits should be both "public relations" and financial in nature. As in some other cases, subsidization rather than complete underwriting of expenses is recommended. Subsidization is as likely to achieve the objective as is more generous financing, and it is far less likely to be viewed with suspicion.

Finally, it should be stressed that a major problem in planning some of the more highly specialized exchanges and study tours will be the lack of ready access to reliable information about contacts, current experts in related fields, and other information essential to sound planning. This merely heightens the need for some agency which can clear inquiries quickly and accurately, as has been advocated in the previous section of this report.