

up here from such a long distance and giving us information which will be of great help to us.

Mr. GRAHAM: Mr. Chairman, I have here a typewritten brief from the Annapolis Valley Tourist Association, which I should like to present.

The CHAIRMAN: Thank you. I take it you are working in close co-operation with that organization.

Mr. GRAHAM: Working in co-operation with them, and they with us.

The CHAIRMAN: I will now call upon Mr. H. A. McCallum, General Tourist Bureau, in charge of publicity for the National Parks. Mr. McCallum has been here every day since the Committee was organized. He certainly has the viewpoint of the people of Canada, and we should like to have his suggestions for the development of the tourist industry.

Mr. H. A. McCALLUM, General Tourist Bureau, National Parks Branch: Mr. Chairman and honourable gentlemen, I understand that I am to give a review of tourist activities of the Department of Interior, as formerly carried on by the National Development Bureau and now incorporated in the National Parks Branch?

The CHAIRMAN: Yes, Mr. McCallum and more than that.

Mr. McCALLUM: I have a few observations to make if the Committee cares to listen to them. Some of them have already been covered, but as I prepared the memorandum about two weeks ago perhaps it would not hurt to go over them all.

The CHAIRMAN: We want the whole story, together with your suggestions for the encouragement and expansion of the tourist business.

Mr. McCALLUM: I think there is a very inadequate conception of what the division is doing, and with your permission, Mr. Chairman, I should like to explain some of the items as I go through this brief.

The CHAIRMAN: Yes.

Mr. McCALLUM: I have a short preface to my report or brief:—

PREFACE

The tourist business in recent years has grown to such importance that it may be accepted as a phase of national development well worthy of attention and encouragement from every citizen of this Dominion. A main factor in this growth is our heritage of natural wealth in recreational resources—magnificent and varied scenery and an unlimited range of attractions for the vacationist, our nearness and our similarity in customs and language to the world's wealthiest and most travel-minded country, and the steadily improving facilities of travel and accomodation.

The foundation of a succesful tourist industry depends on individual effort and the standard of service, including courtesy and square dealing, maintained by those who benefit directly from the business. Many of the individuals who come in direct contact with the tourist, such as the small hotel keeper, the garage man, the small store-keeper, the hunting and fishing guides, etc., can not reach far out for business. The results of tourist expenditures, however, almost immediately touch such a large portion of the population and affect so many phases of activity that the development of the industry consequently becomes a matter for community, provincial and national attention.

STRONG COMPETITION FOR TOURIST BUSINESS

The tourist traffic of the world has grown to such colossal proportion that it now constitutes a major item of international trade, and its importance as