

Supply

need for Canadians to travel to other parts of the world rather than at home. Let us look at what the industry itself has done to try and make low-cost vacationing in Canada a reality.

Is it unreasonable for us to expect that if you can go half way around the world on vacation for \$400 inclusive, you ought to be able to stay in your own country and have a similar kind of vacation—albeit in the winter without the sunshine—which does not cost any more? If we were to address that issue, then I think we would probably serve the industry better and help develop the job opportunities in Canada that people are speaking about. We would also help to provide more stability for the country and in the long run we would sell Canada as a good place to spend some time.

The Acting Speaker (Mr. Herbert): There is a ten-minute period for questions or comments. If not, the Hon. Member for Hastings-Frontenac-Lennox and Addington (Mr. Vankoughnet).

Mr. Harquail: Mr. Speaker, on a point of order, I was rising for debate. Perhaps there was an interpretation that I had a question. I did not; I was rising to continue the debate and I am ready to proceed.

The Acting Speaker (Mr. Herbert): I realized that. If the Hon. Member had a question to put, I would have recognized him. It is now the turn of the Hon. Member of Her Majesty's Loyal Opposition.

Mr. Bill Vankoughnet (Hastings-Frontenac-Lennox and Addington): Mr. Speaker, I am pleased to have an opportunity to enter into this very important debate on tourism. It is big business in Canada and my riding is no exception. My riding is located in southeastern Ontario, midway between Montreal and Toronto, and midway between Ottawa and Toronto. It is very accessible to millions of people in the northern U.S. The area I have the honour to represent is a prime example of the potential we have to attract not only interprovincial tourists but those of our neighbour to the south. The area is known as the Land O'Lakes region because of its vast number of lakes, stretching from Lake Ontario to the Bay of Quinté in the south, to the thousands of lakes of the north, not including the beautiful area of Hastings County which touches on Algonquin Park.

The Land O' Lakes tourist region is a part of the Canadian Shield. In the southern area is the limestone bed of an ancient sea, an area better protected from the industrialized acid rain of urban areas. This gives way to the glacier-scarred ridges of the pre-Cambrian Shield as you travel north. Covered with mixed coniferous and hardwood forests, a land of bold and rugged contours but quiet beauty. This area is composed of the County of Lennox and Addington, part of the County of Hastings and most of the County of Frontenac. It is the home of the United Empire Loyalists who settled in this area in 1784. The year 1984 marks the bicentennial of the arrival of these United Empire Loyalists from the U.S.

The promotional budget for tourism has been increased from \$14.5 million to \$22 million, but I ask how much is being

spent promoting the visit of our Head of State, Her Majesty Queen Elizabeth II, to Canada, or that of His Holiness the Pope? This would mean a great deal to all Americans and Canadians across this country. A great deal has been spent to date promoting the explorer Jacques Cartier and the first setting of a white man's foot on the shores of the Gaspé in 1534, and the arrival of the majestic, full-rigged, tall ships in Quebec during this coming summer. But I ask what about the federal support for comparable functions in Ontario such as the arrival of the loyal Americans known as the United Empire Loyalists? This selective approach to advertising is only one further example of why tourism is under siege everywhere in Canada, not just in southeastern Ontario.

Over the past ten years Canada has lost almost half of its share of the international tourism trade, but if this had not happened we would today have at least 150,000 more people of all ages working in Canada. Yearly industry revenues would be \$2.2 billion greater. Strangely, because of this and previous Liberal Government policies, we had a \$2.1 billion tourism deficit in 1983. Canada's share of the international tourism market is measured by the number of foreigners coming to our country, not by the number of Canadians who travel abroad. This has created another problem adding to the additional problem of Canadians not spending their vacations in Canada. In 1983 alone 17.5 per cent more Canadians travelled outside Canada than in 1982, while only 0.2 per cent more foreigners came to Canada. This means that 17.3 per cent more Canadians contributed to the growth of world tourism, while 0.2 per cent more foreign tourists contributed to our share at home.

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It is time Canadians addressed this growing problem and stopped the erosion before our tourist industry is in complete shambles. If this trend continues, it is expected that the deficit in tourism alone by 1987 will be \$4 billion. Spending more money on advertising, especially through Liberal ad agencies, will not address the serious problem.

We as politicians must recognize the importance of this industry. There is no question that we in the Progressive Conservative Party understand the importance this industry has, not just in urban centres but in rural constituencies such as Hastings-Frontenac-Lennox and Addington. Part of our problem in Canada, from a foreign viewpoint as well as our own, is one of perception. Canada is just too expensive in comparison to alternatives. The price of such items as liquor, tobacco, gasoline, accommodation, wages, property taxes, fishing and hunting licences and income taxes create the problem of comparisons. I realize these taxes and regulations are not all under federal jurisdiction. This underlines the fact that provincial tourism Ministers and the federal Minister of Tourism must work more closely to co-ordinate research and effect tax changes and regulation changes at all levels in the tourism industry.

Canada can become a tourist attraction year round. However, tax incentives, affordable loans and interest rates must be available in order to establish and upgrade facilities which the