

business, and it is important. Tourism in Canada is a \$11 billion business, accounting for 5 per cent of the gross national product and employing over one million people. Eighty per cent of the tourist businesses are classified as small business. For far too long this important sector of the economy has been virtually overlooked by previous administrations and this must be changed. It was obvious to the committee after hearing the various presentations that duplication of efforts was being experienced in Canada. It was also obvious that the foreign travelling public was confused in that they are being bombarded by the federal government and the provincial governments in marketing of all types without apparent co-ordination in their efforts.

The Tourism Industry Association of Canada or TIAC, an association which is the umbrella organization in Canada, is actively promoting a tourism plan for Canada with the Canadian government spearheading the activities. After many hours of discussion the committee agreed it was a very necessary component if we in Canada are to improve our tourism deficit position. The committee's presentation was made to the minister responsible, the Minister of State for International Trade (Mr. Wilson) and to the Prime Minister (Mr. Clark). It was agreed that this was vital to the well-being of tourism in Canada and would become the policy of this government, and there is no dust settling after that decision. At the federal-provincial meeting of tourism ministers this week in Newfoundland this matter will be discussed.

The objectives of the plan will be to maximize the contribution to the national economy, keeping in mind the following: our international balance of payments; the quality of life and development of the community; the conservation of the environment of the country; the preservation of the nation's cultural heritages; the special contribution tourism can make to regional economic expansion; and the optimization of Canada's rich resources capable of supporting a tourism industry. The objectives are to be reached by dividing the tourism industry into two areas, marketing and industry development. The task is great but our government is dedicated to the upgrading of the tourism industry and to co-operating much more fully with the private sector and the provinces in achieving this goal.

Many other recommendations have flowed from the committee's work, such as an awareness program for Canadians of how valuable tourism is to the economy and to them directly; that the attitude of government staff who come in direct contact with the travelling public be improved; that a closer liaison between Parks Canada and the tourism industry be achieved; that a faster, more efficient method of tourism statistics gathering be devised; and last but not least, a recognition of the importance of the tourism industry be expressed by the government in adding the title of "tourism" to the Minister of State for International Trade's title. The industry has asked for their own minister and ministry. It would be irresponsible of me to recommend another ministry when in fact we are trying not to create but to streamline various departments, but I would urge the Prime Minister and his

government to give very serious consideration to this request so that tourism's importance in our Canadian economy will be given due recognition.

As a new member, may I publicly thank everyone, the Prime Minister and his cabinet colleagues, my constituents of Brampton-Georgetown, my colleagues from all sides of the House, the staff on the Hill and in the various ministries, and my own personal staff for helping me over the first few months. It has been an exciting and educational period in my new chosen profession, and I look forward to a very productive session.

● (1620)

[Translation]

Mr. Rémi Bujold (Bonaventure-Îles-de-la-Madeleine): Mr. Speaker, I am quite pleased and honoured to take part today in the throne speech debate. First allow me to take this opportunity to congratulate you for the trust shown in you by the House of Commons and especially by the government party which recommended your appointment to the position that you now hold. Your sense of responsibilities, your integrity as well as your fairness are the qualities recognized by all members of the House. At the risk of repeating what has already been said, I wish to point out that the role you will play in the months to come will surely not be without any difficulty. I therefore wish you much success in your duties as Speaker of the House.

I also extend my congratulations to the Deputy Speaker, the Deputy Chairman and the Assistant Deputy Chairman of the Committees of the Whole House. I am also pleased to congratulate the mover and the seconder of the Address in Reply to the Speech from the Throne. Undoubtedly it was for them the best possible way to begin this new legislature.

My preamble, Mr. Speaker, would not be complete if I failed to pay tribute to my predecessor in this House from 1962 to 1979. I refer to Mr. Albert Béchar, a man who always represented with dignity the constituency of Bonaventure from 1962 to 1968 and that of Bonaventure-Îles-de-la-Madeleine from 1968 to 1979. I wish him well in his new job as Canada's Consul General in Louisiana. Finally, I would like to thank most sincerely the voters of the riding of Bonaventure-Îles-de-la-Madeleine for the faith they have put in me during the last general election. I will do everything I can not to disappoint them as they expect a lot from their federal representative, considering their remoteness from large centres as well as the many communication difficulties they face.

On this first opportunity I am given to address this House, Mr. Speaker, I will not describe the great resources and beauties of the riding of Bonaventure-Îles-de-la-Madeleine. I will do rather like my eminent colleague from Shefford (Mr. Lapierre) and invite all my hon. colleagues to come and visit the Gaspé area and the Îles-de-la-Madeleine, as thousands of tourists from this country and all around the world do every