

from a prosperous tourist trade, every effort should be made to foster tourist travel to Canada. Consular officers should be familiar with the principal tourist attractions in Canada, and do what they can to stimulate tourist interest.

Admissibility
of Tourists
to Canada

1.77 Tourists are admissible to Canada as non-immigrants, and visas, when necessary, may be granted without prior reference, except when special instructions exist to the contrary. (See Chapter III).

Travel Bureau
Services

1.78 a. The Canadian Government Travel Bureau, which is a branch of the Department of Northern Affairs and National Resources, maintains a staff of experts on various aspects of tourism. Inquiries concerning specific questions or particular areas may be directed to the Travel Bureau. For convenience in dealing with enquiries in the United States of America, branch offices are maintained at New York and Chicago. A close liaison is maintained with all Provincial Tourist Bureaux.

b. The Travel Bureau provides maps, still and motion pictures, and a number of publications descriptive of accommodations and recreational, sporting and other activities in various areas of Canada; these may be obtained by consular officers by direct application to the Travel Bureau at Ottawa.

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Information
Responsibilities

1.85 a. All Canadian information activities abroad, whether they are directed toward a specific and limited objective or to more general purposes, should serve a clearly recognizable Canadian interest. The expenditure of resources should be commensurate with the results achievable. Information activities over and above the provision of responsive or background information should be avoided when the clear Canadian interest is marginal and incidental.

b. The nature of information work performed at a Consulate should be determined by the general and particular objectives of the Consulate and should serve the attainment of those objectives. The nature of a Consulate's information work will also be affected by the importance of the available outlet through which its material can reach the public.

c. A Consulate should seek, as its general aim in information work, to increase understanding and appreciation abroad of Canada, its people, institutions, and policies. To this end, a Consulate should aim at presenting to the people living in its district a faithful picture of significant