



CANADA

CANADIAN WEEKLY BULLETIN

INFORMATION DIVISION • DEPARTMENT OF EXTERNAL AFFAIRS • OTTAWA, CANADA

Vol. 19 No. 14

April 1, 1964

CONTENTS

The Centennial and the Tourist Trade.....	1
Conference on Men's and Women's Work.....	3
World Meteorological Day	4

THE CENTENNIAL AND THE TOURIST TRADE

The following is a partial text of an address on March 18 to the Hamilton Visitors' and Convention Bureau in Hamilton, Ontario, by the Minister of Trade and Commerce, Mr. Mitchell Sharp:

...Time's verdict must be awaited on whether we have entered - in this age of rapid mass travel - a more neighbourly era, but it is a very visible fact that travel has economic consequences of vital significance to many countries. In the exchange of monies between countries, travel now accounts for \$7 or \$8 billion.

Travel is vital also to Canada's prosperity. This country exchanges more than one billion dollars a year with the United States and other countries. Not so long ago - in 1959 and 1960 - there was a deficit of \$200 million or more a year in our national travel account. Canadians still spend money freely outside Canada, but fortunately our American friends and our friends from other lands are now spending as much or more during their visits here. If projections based on figures for the first three quarters prove accurate, final results for 1963 should show a record travel income of \$600 million or more, and Canada's first overall travel surplus since 1950.

ADVANTAGES OF U.S. PROXIMITY

Everyone take things for granted, and we Canadians have sometimes failed to realize our good fortune in living beside a big, friendly, prosperous neighbour - and good customer. Canada's splendid panoply of scenic beauty and majesty, and our wonderful range of vacation attractions, could not form the foundation of a great industry unless they were conveniently accessible to the 150 million Americans who live

within easy driving distance of Canada. And let's not forget, in all our travel promotion, that we live next door, too, to Canadians who more and more each year are taking to the road, to the rails, to the skies, to "Know Canada Better". They, too, in their millions are potential customers for any progressive city, region or province that wants to build a flourishing travel industry.

People planning their vacations are very susceptible to friendly invitations. And anyone who has studied this finds that there is a close correlation between the extent to which a country's invitation is publicized - in other words, the extent of its travel promotion - and its income from visitors. This can clearly be seen from a study of the rising graphs since the War for travel promotion by the Canadian Government Travel Bureau and for Canada's travel income.

Since I became responsible last year for direction of the Bureau's programme, I have been very conscious of the special opportunities that the Centennial of Confederation and the Canadian World Exhibition offer for spectacular growth in our travel industry between now and 1967. Each of the three six-year periods since 1946 shows a rise in federal Travel Bureau promotion and a parallel rise in Canada's travel income. I am now naturally concerned to see that we do not fail, at this time, to meet the challenge of these years for unprecedented advances in tourism. And so Parliament will be asked to approve a greatly increased budget for the coming fiscal year for the Canadian Government Travel Bureau - almost \$5 million, compared with \$3.8 million for the current fiscal year.

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By increasing the federal promotion effort over the next year by one-third, I believe that we are taking the right sort of action to increase Canada's travel income over the six years, 1964-69, to \$5 billion, as compared with less than \$3 billion for the six years just ended.

PROVINCIAL AND MUNICIPAL CO-OPERATION

To achieve this \$5 billion travel income objective, Canadians generally must become more conscious of the economic importance of a prosperous travel industry. The federal Travel Bureau's efforts must be paralleled by increased effort by the provinces, the regions, the cities and towns, the Canadian carriers and the travel industry generally. Just as, up to now, massive programmes have kept our national travel plant abreast of demand, so new imaginative investments must now be made in the future of Canada's travel industry, on which so many of our fellow citizens depend directly for their livelihood, and which affects the prosperity and prospects of us all.

The Federal Government, by asking the Canadian Government Travel Bureau to step up its promotion programme by one-third in the fiscal year starting next month, is making an extra \$1.2 million available for travel promotion over the next year to help ensure that Canada's travel income continues to grow by leaps and bounds.

As I said, we now have a pretty good idea of how we fared in 1963. It seems likely that Canada's income from visitors reached \$600 million and that, for the first time since 1950, more travel money flowed into Canada than flowed out.

But after the first glow of pleasure at the end of a record-breaking year, we have to ask not what our travel income is but what it should be. If the total for 1963 hits \$600 million, this compares very well with \$500 million in 1962 and \$482 million in 1961. The graph certainly is sharply upward, but we must now ask: what lies ahead for our travel industry?

My feeling is - and leaders in the travel industry agree - that the graph of travel income can be kept a sharply rising one.

CENTENNIAL OPPORTUNITY

In particular, the great events of the 1967 Centennial and the Canadian World Exhibition present our travel industry with three years of unparalleled challenge and opportunity.

We have set our sights for a billion-dollar travel income in 1967. This I believe can, with reasonable good fortune, be achieved. But it cannot be achieved without imagination, hard work and the investment both in travel promotion and our travel plant of a good deal of hard cash.

Let me tell you, in brief, what the Federal Government, through the Canadian Government Travel Bureau, is planning to do this year, next year and in 1966 to make sure the world will want to visit us before 1967, during 1967 and into the years of our second century.

A three-year plan has been developed, of which the first year gets under way in a few weeks. The second and third years are still in the planning stage, but I am confident that what I will outline now will commend itself to government as 1967 comes

closer - and as we all become increasingly determined not to let the talents of these years be buried.

TRAVEL-PROMOTION AND ADVERTISING

Over the next three years, the Travel Bureau plans major increases in its travel-promotion programme. It will extend its advertising and promotion in Britain, expand operations in Europe, while increasing its efforts in the United States.

By the end of 1966 there should exist a network of Canadian travel-counselling offices and travel-promotion officers in the United States, Britain and Europe, Mexico, Central and South America, the Middle East, Japan and Australasia, that will merchandise travel to Canada and effect maximum publicity and promotion for Canada's attractions for visitors.

For 1966 and 1967, the Bureau proposes a special Centennial travel-advertising campaign. It is not proposed to add substantially to the Bureau's general travel-advertising budget for the United States, but rather to keep abreast of rising space and exchange costs. For Britain and Europe, the Bureau's advertising budget will probably stabilize in the neighbourhood of \$350,000 annually, supplemented by a strong publicity and public relations programme at much less cost.

The Bureau will move towards using less costly but effective direct-mail promotion techniques that will be made possible by increasing the automation of its Ottawa operations, now well under way. Overseas, local professional mail-order houses will be employed for the distribution of literature. It is expected that, by 1967, the Bureau will be in active communication each year with some 2,000,000 travel prospects, each representing, on the average, a tourist party of three or more persons. These prospects will be written two or three times each year as against once, as now done.

With the development, during 1963 and 1964, of a Tours and Convention Division, and the establishment of closer liaison in advertising with the Centennial Commission and the Canadian World Exhibition, the Bureau will be able to co-ordinate Canadian tourist-promotion programmes more effectively, both to add impact to its "Invitation to Canada" message for non-Canadians and to add to the efforts of other agencies to persuade more Canadians to vacation in Canada, to visit Centennial events and to attend the Canadian World Exhibition.

FOREIGN EXPERTS CONSULTED

Next year, the Bureau plans to begin bringing in a group of world-renowned consultant experts in the fields of tourist reception, accommodation and catering, and thus give leadership in developing Canada's tourist plans and raising the whole level of tourist service to handle the expected flood of visitors during 1967. This project will be carried out in connection with a stepped-up "Project Hospitality" campaign, started by the Canadian Tourist Association in 1963 with financial support from the Bureau, under which 1,000 leaders in the travel industry met last year to promote tourism and under which a further 89 meetings were then held to reach out to a wider audience of people in the travel industry.

CONFERENCE ON MEN'S AND WOMEN'S WORK

The traditional divisions between men's work and women's work in present-day society and the social and economic effects of these divisions were discussed recently in Ottawa at a round-table conference sponsored by the Women's Bureau of the Department of Labour. About 50 persons from federal and provincial departments and agencies, universities, secondary schools and national organizations participated.

In welcoming the conference participants, Dr. G.V. Haythorne, Deputy Minister of Labour, said that the division of work between men and women had tended to become a matter of tradition. The Department of Labour was concerned with improving manpower development and manpower use, and traditional ways of using manpower were being examined in the light of technological and other changes in industry and business and the changing roles of men and women in modern society.

RIGID WORK DIVISIONS

Dr. Oswald Hall, Professor of Sociology, University of Toronto, said that societies were almost infinitely variable, in the sense that almost any kind of work could be considered as either masculine or feminine. However, within a specific society, the division of work between the sexes was likely to be very rigid. A person's choice of occupation was influenced by factors that ran very deep into the fabric of society, and there were mechanisms at work that drastically limit his freedom of choice.

In today's North American society, the bureaucratic corporation was the main model for organizing work, Dr. Hall said. This system, in which each member either gave or received orders, worked well when there were no serious differences in status between those in the two groups. It was highly acceptable for men to have authority over women; it was acceptable for men to have authority over men and somewhat less acceptable for women to have authority over women. However, for women to have authority over men was likely to be regarded as "disagreeable". Therefore, he said, "women hesitate to strive for jobs that place them in anomalous positions while men hesitate to place women in such positions".

EFFECT OF FAMILY STRUCTURE

A second limitation on occupational choice for women arose as a result of the family structure. What the husband did determined the ranking of the family. If part of the income came from the wife, these earnings were, in many cases, viewed as an indication of inability on the part of the husband to support his family adequately.

Dr. Hall went on to say that, in a situation in which multiple family incomes were acceptable, another type of limitation of occupational choice occurred. This was in the case where the wife moved ahead in the work world until her occupational status and income exceeded that of her husband. In this instance, the husband and wife enter a competitive situation.

ECONOMIC CONSIDERATIONS

Dr. W.R. Dymond, Assistant Deputy Minister of Labour, spoke on the economic aspects of the problem. He said that the occupations in which so-called women's work was concentrated were predominantly those in the service-producing industries, which included transportation, public utilities, trade and finance, as well as services proper. Men's occupations tended to be concentrated in the goods-producing industries.

He also pointed out that women were heavily concentrated in the white-collar occupations, which often cut across these industry boundaries. In 1961, 57 per cent of the female labour force was in these white-collar groups.

Dr. Dymond said that the participation rate of women in the labour force was increasing, while the rate for men was actually dropping. This was partly the result of differing employment trends in the industries in which men's and women's jobs predominated. It was also the result, he said, of the social and economic factors that influenced the extent to which men and women entered the labour force. Generally speaking, adult men were pushed into the labour force because of their need to support themselves and their dependents, regardless of the level and character of labour demand. On the other hand, whether or not women entered the labour force depended largely on the character and level of the demand on their services.

While some of the jobs in the expanding service industries were traditionally more suited to women, there was a vast number of jobs which could be done equally well by either sex. However, in these industries employers preferred to hire women, mainly because women were willing to work at lower wage rates than men of equivalent skill and experience, and because women appeared to be less concerned with the fringe benefits which men found important because of the male role in society — such things as seniority, pensions, insurance, health benefits and so on.

Also, Dr. Dymond said, in North American society it was probably considered morally wrong to pay a man less than he required to support his family at a reasonably decent standard of living. The same scruples did not apply to women, since employers assumed that young girls and married women usually lived at home where their pay merely supplemented the family income.

Another factor was that women had traditionally been more difficult to organize into trade unions and in consequence were more "tractable" from the employer's point of view.

SERVICE INDUSTRIES

Many jobs in the services-producing industries required higher levels of education and training than the jobs in the goods-producing industries. In spite of the lower salaries available to them, women often had more to offer in the way of education because, on the average, women in many areas of the country spent longer in school, and more often attended

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academic secondary schools where the education they received fitted them for employment as stenographers, typists, clerks, etc.

All these factors made it difficult for men, displaced from jobs in the highly-unionized goods-producing industries, to move to the expanding service industries. This problem of mobility was going to require more and more attention in the future.

Dr. Dymond said that the investment in women's education was not always fully realized, partly because of the restrictions on their employment opportunities and partly because more and more women withdrew from employment to rear children and later took jobs again but not in the areas for which they had been trained.

This suggested, he said, the importance of developing ways of adapting education and training to the different roles of men and women and the need for more flexible patterns of training in relation to the growing body of women who returned to the labour force after their children were grown.

The imbalances in the labour market could never be completely corrected by economic mechanisms. In the long run, he said, changes could come only through an intelligently-formed public opinion and the intelligently-directed initiative of many groups — employers, unions, and government agencies.

WORLD METEOROLOGICAL DAY

Canada joined some 125 other countries in observing World Meteorological Day on March 23. The day marked the fourteenth birthday of the World Meteorological Organization (WMO), a UN Special Agency in which a number of Canadians serve on committees.

The theme for this year's observance was "Meteorology as a factor of economic development", with special emphasis on the role of meteorology in the use of water resources (hydrometeorology). The WMO has a commission on hydrometeorology which promotes developments in hydrology related to meteorology and strives for international standardization of methods and terminology.

THE CENTENNIAL AND THE TOURIST TRADE (Continued from P. 2)

It is expected that, by 1967, the Bureau's budget and staff will be about twice what they were last year.

The more aggressive promotion programme to be undertaken by the Bureau should also stimulate increased travel-promotion activities by the Canadian provinces and carriers. All of this should lead to

an accelerated increase over the next several years in Canada's travel income, making the total for 1967 one billion dollars or more.

In recent years, there has been a notable increase in travel promotion by the United States, Mexico and other countries in North America. The Bureau plans to explore areas of co-operative action with interested countries to develop advertising and public-relations programmes in Britain and Europe that would direct attention to North America's travel facilities and vacation attractions.

STAFF INCREASES

In the coming year, the federal Bureau plans to increase its staff by 50, add new headquarters functions, strengthen its administrative staff, open offices in Paris, France, and Frankfurt, Germany, and in Boston and Minneapolis. It will start recruiting and training junior staff to be sent next year to its offices in other countries. It will also recruit three travel-promotion officers for training and posting next year to Japan, Mexico and the Netherlands.

It will increase its travel advertising in Britain, and begin smaller campaigns for France and Germany.

For 1965 it is proposed, as I have said, to invite to Canada world-famous consultants on accommodation, food and reception services, special events and travel advertising for the Centennial. New offices are planned for Cleveland, and overseas for Amsterdam. The Bureau hopes to add 11 more travel-promotion officers to its staff and send them to develop programmes in major American cities, in South America, Italy, Scandinavia, the Middle East and Australasia.

In 1966 the Bureau proposes to start its full-scale advertising of 1967 events and to continue this campaign through 1967. A special effort will be made to attract the world's top travel writers and travel agents to get publicity for 1967 events. It is planned to send another travel-promotion officer to South America, and open a further four offices in major American cities from coast to coast.

As you can see, this is a far-reaching and ambitious three-year promotion plan that the Government is considering in support of Canada's travel industry, and for which the first year has now been approved and the money recommended for Parliament's approval.

What we are trying to achieve, in the federal Travel Bureau, is not simply to maintain present rates of growth in travel income for Canada. Growth, after all, is normal, with more people, each year, with more disposable time and income and better transportation.

Ordinary growth simply isn't good enough. We are challenging Canada's travel industry to plan, invest and work for extraordinary growth over the next few years.

Remember, we have only 33 months in which to get ready for '67. There is no time to waste...