

Chapter 4**CHANGING ATTITUDES****OBSERVATIONS**

The benefits of increased tourism to the United States will be temporary at best if there is no one working to make the tourists' stay pleasant and stimulating. Much remains to be done if we are to make the peoples of the world feel welcome. Americans are not accustomed to a mass influx of visitors with whom they have no common language bond. Visitors, because of their unfamiliarity with the English language as with American transportation, lodging and sightseeing facilities, may appear to be over-demanding, and thus elicit impatient reactions. Americans must be instilled with the knowledge that the foreign visitor is a guest of the United States, and that by making him feel welcome much will be done to increase his understanding of the country.

The Task Force believes that in the short run, this can best be accomplished by an intensive public service advertising campaign and by special Presidential appeal. This campaign must be primarily directed toward the people with whom the foreign visitors may be expected to have the most contact: policemen, taxi drivers, air, rail and bus employees, hotel and motel staffs, Government employees at all ports of entry and personnel at tourist attractions. However, for the campaign to be successful every American should be prepared to render assistance to foreign visitors.

RECOMMENDATIONS

1. At the request of the Task Force, The Advertising Council, Inc., has agreed to mount a major public service campaign urging:

- all Americans to be friendly and hospitable to foreign guests;
- U.S. residents to invite foreign friends and relatives to be guests in their homes this summer; and
- a special orientation campaign addressed to business firms and organizations.

The council, using "New York is a Summer Festival Campaign" as a successful example, will initiate a "Festival USA 1968-69" promotion which would list and publicize all pertinent information concerning the various festivals, sporting events, etc. throughout the United States. This would be done so that Americans can have the informa-