

Chapter 5

IMPROVING SERVICES**OBSERVATIONS**

Services create atmosphere.

And the services rendered a foreign visitor in the United States will bear most importantly on his lasting impressions of this country. They are, in fact, the single most important element in influencing a person to return.

Services are our greatest selling point. All the advertising, promotion, and cost reductions cannot erase the impressions conveyed from one person to another. It is therefore essential that the United States make every attempt to improve its visitor services, and that in doing so it foster a campaign in which the message to the peoples of the world is that a visit to our country is an inexpensive, easy, comfortable, exciting, and educational experience.

A portion of these services are provided by guidebooks, brochures, etc. Another element involves breaking down language barriers. A third factor is creating an atmosphere of security. Ease of mind comes with the knowledge that help, of any kind, is but a telephone call away. But in the long run, the most important aspect is people—for people provide the services. The fact that help is but a telephone call away is made possible by people. So is friendship, courtesy, and warmth.

The task that lies before us in this area is overwhelming. Much needs to be done. And to do it requires the full support of all Americans.

RECOMMENDATIONS

1. A program must be initiated to improve the foreign language facilities at major U.S. ports of entry, municipal reception centers, etc. While in the long runs this responsibility should be coordinated by the new national tourist office, the following should be implemented immediately:

a. The National Student Association, in conjunction with the Council on International Educational Exchange and foreign student associations, should organize and make available a list of the over 100,000 students currently in the United States, plus American students with speaking proficiency in foreign language.