

missed by existing programs such as the "American-at-Home," "People-to-People," "Sister Cities," and the Department of State's exchange programs.

5. The American Bankers Association should be asked to implement programs to: (1) Expand foreign exchange facilities to cover all international arrivals at international ports of entry; (2) assure that foreign currencies and traveler's checks can be promptly exchanged by foreign nationals at U.S. banks on a nationwide basis; (3) honor reputable foreign credit cards throughout the United States.

6. U.S. insurance companies should provide automobile insurance at nominal cost for varying periods from 15 to 90 days for foreign visitors who wish to buy and drive automobiles in the United States.

7. Airports, rail and bus terminals, hotels, motels, and tourist attractions should adopt standardized informational and directional symbols such as those developed by the Air Transport Association.

8. The National Association of University Presidents should request educational institutions throughout the United States to provide a wider variety of short courses during summer sessions that would be attractive to foreign students, teachers, etc.

9. The Civil Aeronautics Board should authorize U.S. air carriers and foreign charter carriers to charter aircraft to foreign tour operators for tours destined for the United States.

10. The U.S. Travel Service should request the chambers of commerce of 50 key cities throughout the United States to develop a short list of clean, comfortable hotels and motels that would offer special rates to foreign visitors, or whose present rates would be attractive to budget-minded travelers. These lists should be made available to carriers, travel agents, tour operators, guidebook publishers, etc.

11. Publicly sponsored reception centers should be established at all major international arrival terminals and in major urban centers to provide foreign visitors with travel information and assistance, including finding accommodations on short notice. The U.S. Travel Service authority should be immediately broadened so it could perform this task. (European and Asian cities with a major tourist market operate official or semi-official accommodation bureaus which offer low-cost accommodation information for arriving tourists. They are in daily contact with hotels, motels, pensions, and private homes.) The centers could be further utilized to collect and forward data to overseas accommodation clearing centers.

12. The Airport Operators Council International should request that international airports prepare and maintain a telephone directory of multilingual personnel employed at their facilities for use in assisting foreign visitors. The Hotel-Motel Association should implement a similar program in key tourist centers throughout the United States.