

Chapter 7**NATIONAL TOURIST OFFICE**

The recommendations in this report should have an immediate favorable impact on the U.S. balance of payments. It is imperative, however, that these benefits be sustained and expanded over the long run. To accomplish this, an organization must be created to coordinate and direct the entire U.S. travel effort. It must have the backing of industry and government. It must be so strongly funded and constructed that it would have wide public and congressional support and then given the power to do the job.

The structure and power of this organization will determine, in the long run, how successful the United States will be in competing in the international travel market. To succeed, it cannot be merely as good as the travel development organizations of other countries. It must be better and more effective. At the same time, it has to be tailored to meet the needs of the United States and reflect U.S. traditions and attitudes. In this regard, the task force does not discount the past efforts of the U.S. Travel Service, working in close cooperation with the travel industry, to increase the number of visitors from abroad. The U.S. Travel Service has accomplished a great deal with its limited resources.

There has been a wide range of recommendations made to the Task Force on the form the organization should take:

- (1) A private industry travel association.
- (2) A joint Federal Government/industry corporation.
- (3) A Federal Government corporation.
- (4) A commission.
- (5) An expanded version of the U.S. Travel Service with its director at assistant secretary level.
- (6) A new independent government agency.

It has also been variously suggested that, if the organization remains a Government office, it remain in the Department of Commerce, or be shifted to the Department of the Interior, or the Department of Transportation.

Whatever the organization's structure, it should be responsible for the following type functions:

- (1) Continuous market research: The United States needs to know much more about what markets should be promoted, in what sequence and why; what financial rationale should be followed; what U.S.