

Chapter 8**OTHER RECOMMENDATIONS**

1. Private industry, with the support of the national tourist office, should develop a tour coordinating network based on the latest computer techniques. Detailed information should be readily available on low-cost rooms, special rates, special tour arrangements and other data necessary for foreign tour operators to effectively plan programs for prospective tourists. This information should also be available at reception centers for use by individual travelers.

2. Long-range promotion of forthcoming special events should be initiated well in advance and continually stressed. Liaison between the organizers and the national tourist office must be established at the very inception of such events to assure maximum foreign visitor attendance. An example is the "Bicentennial of the United States 1976." A concerted promotional program for that celebration, in which both Government and private industry efforts are coordinated under the aegis of the national tourist office, should begin within the next 2 years. Lesser events should be publicized at least 2 years in advance.

3. A U.S. Convention Bureau, working closely with existing convention bureaus, should be established within the framework of the national tourist office. Emphasis should be placed on contacting secretariats of international organizations in order to fully promote the United States as a site for international meetings. The U.S. Convention Bureau should also undertake studies of possible sites for new facilities and stimulate their construction.

4. Duty-free zones in the various outlying possessions of the United States could become tourist meccas. Studies of the long range development potential of such prime areas as Guam, American Samoa, and the U.S. Pacific Trust Territories should be undertaken. Pacific America is within reasonable travel distance of several million people located in the Pacific Basin, with incomes high enough to be able to contemplate such trips.

5. Tax free shops selling U.S. goods at international ports of departure should be expanded and more effectively promoted.

6. The Department of State should continue its efforts to devise and to have adopted by all governments a card-type passport susceptible to efficient machine handling. A necessary preliminary to the adoption of such a passport is the authority to waive U.S. visa requirements.