

Mr. CURTIS. What is that? That is what I want to know. You say that and that is begging the question. Maybe there is. I think the Government probably has a role to play, but I would like to identify what it is and not beg the question.

Mr. MARTIN. Well, I would like, if I may, to submit some more data on this.

Mr. CURTIS. Please do.

Mr. MARTIN. But I just make this comment: that the United States is not a classic tourist country in the sense that France or Italy are classic tourist countries. We have people abroad who want to come. We know from surveys and so on that they want to come. But they have to be sold and sold in large measure, and to do this effectively and fast the Government has to, with a national tourist organization which has sufficient—

Mr. CURTIS. You are begging the question. You say that about government and this is what I am saying we should discuss. Does the Government do this, or isn't this exactly what the private sector is doing, and why aren't they better able to do it?

I just don't understand this idea that you have that a human being, when he starts operating in a political bureaucracy, all of a sudden becomes wiser than the same human being acting in the marketplace.

As one who does have pride in my profession, politics, and I do, I say government is just a limited mechanism. It is a powerful mechanism, but you have to present reasons why human beings must operate under this kind of structure in order to hit at the problem of selling these people abroad to come over here.

I think the arguments are all the other way, that the last place you want to go to is the government. It will foul you up. Believe me, I have seen it happen.

Mr. MARTIN. To succeed in this it requires government-industry cooperation.

Mr. CURTIS. Why? Let's not delay it here. You prepare a statement, if you would, for the record as to why you think the Federal Government needs to get in here on this business of partnership. Let me again emphasize that the Government isn't a partner.

The Government is a servant, and I hope we don't ever talk in terms, of Government being a partner. We are a servant. We are no partner.

Mr. MARTIN. One last comment and then I will submit the rest of it in writing.

I think that we have already accepted the governmental role in areas applying to the balance of payments where it is important enough to get fast action, and I am thinking in terms of foreign trade and increasing our exports. The Government is playing a very large role.

Mr. CURTIS. And it has certainly fouled it up. This is what I have been trying to point out for years in the AID and other programs.

The healthy part of our dollar balance of payments is exports over imports. That is the private sector. It is our private investment abroad that is giving us good returns.

The fouling up is in the Government sector I would argue. Well, supply some of your considered views as to why you think Government can or needs to do some of this work. I frankly don't see it yet.