

only is Tourism the passport for peace but that it is also an export industry with a built-in three for one economic multiplier (as originally proclaimed by Professor Samuelson in 1939). More importantly, the United Nations has put tremendous hope in Tourism as the catalyst for bringing undeveloped and developing nations into the modern world through trade.

Is the United Nations wrong in its hopes for Tourism as the economic seed for under-developed nations in the development of their infrastructure and of their dreams?

How well-known is it that France—another nation with a negative travel trade balance—has the fastest growing rate of tourism to the United States and that it may not be too long in the future before France will send us more tourists on a percentage of population basis than we will send to France?

The Export Industry in Tourism and Transportation is not understood by most people, including experts.

Transportation is a vital part of Travel and Tourism.

We all know that almost everywhere that people who travel by air travel on American planes.

Anytime anybody in the world travels on an American plane, he is making jobs in Washington or California or Michigan.

This is foreign trade. This is also Tourism.

But enough for negative defenses against a negative concept.

We would much rather fight on the side of the angels. The angels to us are the principles of international trade sided and abetted by the American concepts of modern marketing.

I offer the following program for a more vigorous campaign for Visit U.S.A. I say this as the head of a firm selling U.S.A. tourism since 1959 and which brought into the United States almost \$10,000,000 of export sales of invisible tourism in 1967.

The program:

1. The C.A.B. must be stopped from its quasi-legal economic enslavement of American travel agents to the detriment of domestic tourism.

2. Extend and loosen up all non-tariff export barriers to aid Tourism: e.g., We first stopped asking female tourists if they were prostitutes in 1960.

3. Permit American travel agencies and airline ticket offices to sell tax free tickets where correct to eligible foreigner visitors.

4. Permit the sale to eligible foreigners of all special tariff tickets by United States agents.

5. Extend the role of the FCIA in financing Visit U.S.A. operators in the industry of "invisible exports."

6. Increase ten-fold the funds of the United States Travel Service.

A. But let the U.S.T.S. find out what its proper duties should be.

B. Possibly reshuffle its personnel.

The U.S.T.S. is properly a central part of government legal infrastructure on tourism, but it is also an idea and a communications vehicle. Who else could and should bring on and explain such "new" ideas as banks encouraging their commercial depositors to accept all foreign currencies and to guarantee any retailers' losses or errors.

Tourism is a major industry where all citizens may play a part in the manufacture of the product.

Personally, as a student and economist, I wish to commend the President and Treasurer of the U.S. for their crash program in lessons of international trade and the subject so dear to my heart—Tourism, the Invisible Export.

I wish to commend the McKinney Task Force, even though they did not understand my proposals or act on them.

They should be commended for the breadth of their efforts.

They should be commended for the depth of their efforts.

But mostly, they should be commended for their report on two levels:

1. An ability to communicate and to be a communications pipeline.

2. For their recognition of the economic, social, and moral values of congresses and conventions.

3. For their complete comprehension of the nature of non-tariff barriers in the export industry of Visit U.S.A.

I suggest the Task Force be continued for the next ten years.

We also support any activities of this committee and the other opponents of this tax in requesting a very thorough and proper study of this subject with all