

Australia

Australia's tourist potential is derived from several sources. Important are its unique flora and fauna, a sunny climate and the vast "out-back" encompassing the central area of the country and including such attractions as Ayers Rock and Alice Springs. Equally important are the extensive surfing beaches and the resort areas along the Great Barrier Reef. The sophisticated cities prove an attraction to people of many countries as does the warmth and friendliness of the Australian people.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals:

Short-term visitor arrivals 1966-1970

<u>Year</u>	<u>Tourists</u>	<u>R & R Personnel</u>	<u>Cruise Passengers</u>	<u>Total</u>
1967	215,100	6,700	31,200	253,000
1968	236,700	63,200	26,400	326,300
1969	275,800	85,500	25,900	387,200
1970*	336,000	80,000	23,500	439,500

* Preliminary figures.

The majority of visitors come from New Zealand and Oceania, United Kingdom and America.

Foreign exchange receipts from tourism

<u>Year</u>	<u>Normal Earnings</u>	<u>R & R** Personnel Earnings</u>	<u>Total Earnings</u>
	<u>\$Am</u>	<u>\$Am</u>	<u>\$Am</u>
1967	74	2	76
1968	84	16	100
1969	96	22	118
1970*	114	20	134

* Preliminary figures.

** A.T.C. Estimate.

Foreign exchange receipts from tourism as a percentage of total foreign exchange of goods and services:

1967:	2.0%
1968:	2.5%
1969:	2.5%
1970:	2.5%

2. Official Promotional Organisation

Important changes in the structure and organisation of the Australian tourist industry occurred during 1967. In this year an Act was passed "to establish an Australian Tourist Commission for the purpose of the encouragement of visits to Australia and travel in Australia, by people from other countries".

The seven members of the Australian Tourist Commission are drawn from representatives of the Australian Government, the State Governments and the tourist industry.

The Commission is a Statutory Authority financed by the Commonwealth Government and responsible to the Minister-in-Charge of Tourist Activities, under the Minister for Trade and Industry. The Commission makes use of a full range of promotional techniques and media designed to encourage international visitors to travel to Australia. A specialised staff and a well established organisation exists with offices in Melbourne (head office), Sydney, New York, Chicago, Los Angeles, London, Auckland, Tokyo and Frankfurt.

3. Internal and Infrastructural Organisation

Each of the six States and two mainland Territories has established an official government tourist body.

In addition to operating as travel bureaux, the State and Territory bodies take part in development and improvement activities relative to tourist and recreational attractions within their areas.

The Australian Federal Government, State Governments and Territory Administrations meet annually to discuss internal tourism developments.

All of these bodies carry on promotion and publicity activities in various forms to attract visitors to their State. Most of them have encouraged and given support to regional tourist organisations or local groups within their States by financial grants, technical assistance or sharing publicity costs.

All major banks with branches throughout Australia act as travel agencies and usually sell through their State headquarters.

State Automobile Clubs have membership of almost 2 million; their city-headquarters serve members as travel agencies.

Domestic airlines are aggressive wholesale and retail travel agents, primarily for internal air travel.

There are also independent travel agents, most of whom belong to the Australian Federation of Travel Agents, and who hold appointments from various carrier conferences.

4. Government Participation

- (i) Ownership or shares in hotels:

All but a few hotels are privately owned and most of the improvements and expansion of facilities have been done by private enterprise without Government aid or assistance.

The greater part of finance for new hotels was obtained through conventional mortgage loans, coupled with investment capital raised through sales of shares on the Stock Exchange.

Some of the State Government Tourist Bureaux operate accommodation and other facilities and a hotel is operated by one State Railway Department.

- (ii) Financial assistance specifically available (e.g. loans and guarantees):

See 4(vi).

- (iii) Income tax and other concessions on hotel income:

None.

- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:

None.

- (v) Provision of public funds for publicity purposes:

Since 1967 the Australian Tourist Commission has been responsible for overseas promotion. The appropriations for recent financial years (the Australian Financial Year is from 1 July - 30 June) have been:

1967/68	\$A 1,520,000
1968/69	\$A 1,750,000
1969/70	\$A 2,100,000
1970/71	\$A 2,350,000

In carrying out its function, the Commission enters into joint projects with industry and other government bodies. This results in substantial amounts of additional funds being received from these bodies.

- (vi) Government expenditure on infrastructure:

The Commonwealth Government has no special provision for financially assisting infrastructure tourist developments except in the Northern Territory where the Northern Territory Reserves Board makes loans for this purpose.

Tasmania - The State Government, since 1945, has approved loans of \$A3,073,000, \$A400,000 of this being during

1969/70. It has been most effective in encouraging needed new accommodation developments.

- Western Australia - The State Government has given grants under its Industry Assistance Act for small amounts towards improvements in accommodation.
- Queensland - The State Government provides assistance by way of guarantee under the Industrial Development Act, 1963-1970. Since 1 July, 1966, guarantees totalling \$A215,000 have been given on behalf of tourist proposals.
- New South Wales - The State Department of Tourism operates and finances facilities at three cave resorts and, subject to the availability of funds, subsidises the activities of recognised regional tourist organisations.
- South Australia - The State Government provides subsidies to local government authorities to assist the development of tourist resorts. Subsidies in 1969/70 amounted to \$A66,000. There is also a system operating of Government guaranteed loans for country tourist accommodation.
- Victoria - Subsidies to develop tourist facilities such as caravan parks, picnic areas, launching ramps, etc., are made available by the Ministry of Tourism to local government bodies.

All State governments provide finance for a range of projects - roads, beachfront development, national parks, fauna and flora preservation, etc., which benefit the tourism sector.

5. Action Taken During the Current Year (1970/71)

During 1970/71, an extensive tourist development survey of the Great Barrier Reef area was undertaken by the Australian Tourist Commission, with the support of the Queensland Government. The report on the Great Barrier Reef will be published during 1971 at which time recommendations will be studied with a view to implementation. The report, prepared for the tourist development of Central Australia is now the subject of a Commonwealth Inter-Departmental Committee with a view to implementation.

The Australian National Travel Association has now completed several regional tourism studies which are part of its "Go See Australia" programme which will involve the spending of over \$A1 million on a wide range of activities over three years. The programme is aimed at encouraging

Australians to see and get to know more of their own country.

6. Future Plans for the Industry

As evidenced by the establishment of the Australian Tourist Commission, the Australian Government is increasing the tempo of its overseas promotional efforts to attract greater numbers of tourists to Australia.

The Federal Government's responsibility relates primarily to overseas promotion. Development of accommodation and related facilities for tourists within Australia has been a matter for the State Governments and the accommodation and related industries themselves.

The Australian Tourist Commission has recognized however that successful overseas promotion must keep in step with the development of tourist attractions and related facilities. For these reasons it has prepared proposals to place before the Government for assistance to the industry.

The Territory of Norfolk Island

Norfolk Island's tourist potential depends largely on its equable climate, beautiful scenery and pleasantly informal atmosphere. There are many relics of early Australian convict history and the 1856 transfer of the descendants of the Bounty mutineers from Pitcairn Island to Norfolk Island. Tax-free and virtually duty-free shopping provides another strong attraction.

1. Value and Extent of the Tourist Industry

Number of tourists,	1967:	8,422
	1968:	7,902
	1969:	8,422
	1970:	10,217

The amount of foreign exchange receipts from tourism is not available, but tourism is the major source of income on the Island.

2. Official Promotional Organisation

The Norfolk Island Tourist Board in its direction of promotional activities, has engaged Centrelink Public Relations Pty. Ltd., to programme and conduct a campaign within Australia and New Zealand.

3. Internal and Infrastructural Organisation

The Norfolk Island Tourist Board is the central body controlling and co-ordinating tourist promotional activities on the Island. Members of the Board are representatives from the Norfolk Island Administration, Norfolk Island Council, the Chamber of Commerce, the Accommodation Proprietors Association and the Tourist Bureau.

The Board receives a subsidy from the Norfolk Island Administration on a basis of one dollar subsidy for each dollar raised by the Board for promotion purposes. This subsidy has an annual maximum of \$10,000. The Board conducts a booking and information service for tourist facilities and attractions.

4. Government Participation

- (i) Ownership or shares in hotels:
None.
- (ii) Financial assistance specifically available:
None.
- (iii) Income tax and other concessions on hotel income:
There is no income tax on Norfolk Island.

- (iv) Import duty concessions :
None; but Customs tariffs are extremely low.
- (v) Provision of public funds for publicity purposes :
The Administration makes an annual subsidy to the Tourist Board.
- (vi) Government expenditure on infrastructure :
The Administration makes no special provision for the provision of infrastructure for the tourist industry, but the increasing provisions of roads, telecommunications, airports, etc. in the general economic development of the Territory also opens up new possibilities for the tourist industry.

5. Action Taken During the Current Year

During the year 1969-1970 the promotional programme consisted of gaining the services of noted journalists from Australia and New Zealand to visit Norfolk Island as a basis for an article or publicity on the Island.

A brochure for general distribution throughout the travel trade was also produced.

6. Future Plans for the Industry

During the past twelve months the publicity given to Norfolk Island in the Australian and New Zealand news has increased considerably and the total number of tourists have proportionally increased. The Tourist Board thus considers that the promotional activities conducted by Centrelink were successful and intend to continue this line of promotion during the ensuing year.

The Territory of Papua & New Guinea

Papua and New Guinea's tourist potential lies in its wide variety of scenic attractions ranging from spectacular mountain ranges to great river valleys, dense jungles, tropical plantations and colourful coral islands. In this setting the people and their culture provide an attraction unique in the Pacific if not in the world.

1. Value and Extent of the Tourist Industry

Statistics of visitor arrivals in accordance with the I.U.O.T.O. definition are as follows:

1967-68:	19,451
1968-69:	23,511
1969-70:	30,773
1970-71:	39,900 (estimated)

Australia is still the main source of tourists but an increasing number are arriving from the U.S.A. and Japan. In the event of a service operating from Guam, it is expected that visitors from these sources would increase substantially.

Estimates of direct expenditure by tourists and income generated are:

	<u>Direct Expenditure</u>	<u>Income Generated</u>
1966-67	\$A 6.4m	\$A 17.3m
1967-68	\$A 6.8m	\$A 18.4m
1968-69	\$A 8.2m	\$A 22.1m
1969-70	\$A 10.7m	\$A 29m

2. Official Promotional Organisation

The Papua and New Guinea Tourist Board, a statutory body charged with the responsibility of promoting and developing the tourist industry, was established in 1966. At the same time, a Tourism Section within the Industrial Development Division, Department of Trade and Industry, was established. This section has been mainly concerned with servicing the needs of investors in hotel accommodation and other tourist industries, in compiling statistics on tourism in the Territory, and in promoting the involvement of the indigenous people in tourist activities; its functions include policy development for the tourist industry.

The Tourist Board consists of (a) twelve members of whom at least eight have their usual place of residence in a place in the Territory other than Port Moresby, and who represent the fields of trade, commerce or transport connected with the tourist industry or represent interests otherwise connected

with that industry and (b) one member who is an officer of the Public Service, appointed by the Administrator in Council and (c) the Executive Director of the Board.

The functions of the Board are (a) to develop and foster tourism in the Territory; (b) to stimulate local and regional organisations in the acceptance and value of the tourist industry; (c) to liaise with and co-ordinate all sections of the tourist industry including tourist associations and travel agencies, and (d) to manage property, acquired by the Board.

The funds of the Board are derived as follows:

- (a) such sums of money as are appropriated by the House of Assembly;
- (b) such sums as are loans to the Board; and
- (c) such other sums of money as are received, whether by gift or otherwise.

There is considerable liaison between the private sector of the industry and the Government.

3. Internal and Infrastructural Organisation

Private tourist promotional organisations at various centres, e.g. Rabaul, Port Moresby, Madang, Lae and the Highlands co-operate with the P.N.G. Tourist Board and assist in developing local attractions and facilities for tourists.

Group tours are conducted by three of the Territory airlines: Trans Australia Airlines, Ansett Airlines of Papua New Guinea and Territory Airlines. The international air service operated by Qantas from Sydney through Port Moresby to Manila and Hong Kong greatly assists the development of tourism.

In addition, Fiji Airways maintain a weekly turboprop service between Fiji and Papua New Guinea via Vila, Santos and Honiara. TAA runs a twice weekly DC3 service between Rabaul and Honiara and also a weekly service from Moresby to Honiara. TAA and Ansett operate daily 727 services between Australia and Port Moresby.

4. Government Participation

- (i) Ownership or shares in hotels:
None.
- (ii) Financial assistance specifically available:
The Papua and New Guinea Development Bank provides loan finance to assist the provision of tourist accommodation and facilities.
- (iii) Income tax and other concessions on hotel income:
None; but it should be noted that income tax is only about half that of Australia, viz. 22½%.

- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:
None; rates on most items vary between free and 17½%.
- (v) Provision of public funds for publicity purposes:
The Tourist Board receives a grant from the Administration. The grant is provided each year in the Papua-New Guinea budget.
In 1967-68 the grant was \$A 50,000 and thereafter -

1968-69	"	\$A 60,000
1969-70	"	\$A 80,000
1970-71	"	\$A 110,000
- (vi) Government expenditure on infrastructure:
There is no special provision by the Government for the development of infrastructure for the tourist industry, but provision and maintenance of facilities for the general development of the country also aid the tourist industry.

5. Action Taken During the Current Year

Promotional work carried out by the Tourist Board has grown both in quantity and sophistication. Films are now being produced in English, German and Japanese, and promotional publications have been directed at the two growth markets, the American and the Japanese.

Investigations have been carried out into ways to stimulate investment in the accommodation industry since lack of hotels represents a major bottleneck to the development of the industry. Discussions have also taken place and are continuing in attempting to increase the air services linking the Territory with the chief sources of tourist and to open up new links.

6. Future Plans for the Industry

In recognition of the growing importance of the tourist industry, efforts are being made to stimulate investment in accommodation and general expansion of all tourist facilities is expected.

Barbados

The tourist potential of Barbados consists largely of its equable climate with temperatures ranging between 78° and 86°F with a high sunshine record; excellent beaches and ideal conditions for all aquatic sports; easy accessibility to and from the United States, Canada and South America and a wide range of hotels in every category. Barbados also forms part of the chain of islands (Windward and Leeward Islands) which are also particularly suitable for sailing, yachting and other aquatic sports.

1. Value and Extent of the Tourist Industry

Within the past twenty years tourism has come to play a major part in the economy of Barbados.

With an average annual growth rate of 15% the industry has been the most dynamic sector of the economy. It has been primarily responsible for the continued growth of the Gross Domestic Product.

The number of visitors, the gross earnings of tourism and its contribution to the Gross Domestic Product have exhibited a remarkable rise in recent years.

The following table shows the extent and value of the industry for the past five years.

<u>Year</u>	<u>Number of Visitors</u>	<u>No. of Cruise Ship Passengers</u>	<u>Estimated Revenue (EC\$)</u>
1967	91,565	45,451	33.5 million
1968	115,697	75,981	53.9 million
1969	134,303	80,565	57.0 million
1970	156,825	68,831	63.5 million

Tourism currently provides direct employment for approximately 10,000 people and indirectly for approximately 13,000 on the island.

Visitors to Barbados come mainly from the United States and Canada but there has been a steady increase from the United Kingdom and the Caribbean islands.

The following table shows visitors' arrivals by country of residence:-

<u>Year</u>	<u>U.S.A.</u>	<u>Canada</u>	<u>U.K.</u>	<u>W.I.</u>	<u>Others</u>
1967	29,813	18,293	6,622	23,732	10,105
1968	41,287	27,879	11,493	26,136	6,542
1969	52,689	31,617	10,168	27,338	12,491

Foreign exchange receipts from tourism were estimated at approximately E.C. \$ 65.01 million in 1970. This amounted to about one quarter of the country's total foreign exchange earnings.

2. Official Promotional Organisation

The Barbados Tourist Board, established by statutory authority in 1958, is the island's official tourist promotion organisation. Apart from its head office in Bridgetown, Barbados, the Board maintains offices in Toronto, Canada and New York, U.S.A.

The Board comprises a Chairman, a deputy Chairman and fifteen members from both the Government and the private sector. Its functions are:-

- (a) to develop all aspects of the tourist industry of the island and to promote the efficiency of the industry;
- (b) to adopt all such measures as it may deem fit to advertise and publicise the island as a tourist resort throughout the year;
- (c) to promote and secure such increased shipping and airline facilities as will tend to increase tourist traffic to the island;
- (d) to secure the most favourable arrangements for the entry of tourists into Barbados;
- (e) to encourage by such measures as it may deem fit the development of such amenities in the island as may be calculated to enhance the attractiveness of the island to tourists;
- (f) to undertake such research, experiments and operations as may appear to it to be necessary to improve the basis of the tourist industry and to control and eliminate any undesirable factors that may affect the industry;
- (g) to foster an understanding within the island of the importance and economic benefit of the tourist industry;
- (h) to provide training facilities for hotel staff;
- (i) to classify hotels according to the standards of the amenities provided;
- (j) to make all such enquiries and to collect all such information as it may think necessary for the purpose of carrying out its duty under this section; and
- (k) generally to take all such other lawful measures as it may consider likely to assist it in carrying out most effectively the purposes of the Tourist Board Act.

The Tourist Board in co-operation with the Barbados Hotel Association, the airlines serving the island, the local Ground Tour Operators

and Water Sports Operators undertake yearly promotional tours of the United States, Canada, Venezuela and the Caribbean. These tours take the form of presentations to travel agents, the travel trade, travel press, and airline personnel as well as receptions for, and calls on agents, and are supported by a special programme of advertising in leading newspapers, magazines and on radio and television.

3. Internal and Infrastructural Organisation

The Tourist Board includes representatives from the Barbados Hotel Association, Taxi Owners, the airlines serving the island, local businessmen and the Ministry of Trade and Tourism.

The Board also issues information regarding hotel rates twice annually covering periods mid-December to mid-April and mid-April to mid-December, respectively.

Listed accommodation is classified Luxury, "A" Class, "B" Class, Guest Houses and Other Accommodation which includes furnished apartments and cottages.

The following table shows accommodation at the end of the year 1970:-

<u>Luxury</u>	<u>"A" Class</u>	<u>"B" Class</u>	<u>Guest House</u>	<u>Other</u>
1,959	1,933	1,015	492	1,601

A Hotel Training School operated in collaboration with the Barbados Hotel Association was established in 1964 for training workers engaged in the industry. Scholarships for training at management level have also been awarded Barbadians under the Canadian Technical Assistance Programme.

Barbados has a modern international airport at Seawell which services the most modern jet aircraft. Expansion continues apace with developments in air communications.

There is also a modern deep-water harbour dredged to a minimum depth of thirty-two feet. The harbour was opened in May, 1961 and offers efficient docking and bunkering facilities.

A meteorological institute has also been established in the island to serve the Eastern Caribbean.

4. Government Participation

(i) Ownership or shares in hotels:

All hotels are privately owned with the exception of the Barbados Hilton which is owned by the Government and operated by Hilton International.

(ii) Financial assistance specifically available (e.g. loans, guarantees):

The Barbados Development Bank is empowered to make or guarantee loans to hoteliers to assist in the

development of the hotel industry.

- (iii) Income tax and other concessions on hotel income :

The Hotel Aids Act allows a tax-free period of up to ten years after the hotel is established.

- (iv) Import duty concessions on material and equipment for hotel and other tourist construction :

The Hotel Aids Act, 1967 provides for the duty-free importation of building materials, hotel equipment, hotel furnishings and furniture, provided that none of these items is at the time of importation being produced in Barbados. These benefits apply to the construction of new hotels and to the extension or renovation of existing ones.

- (v) Provision of public funds for publicity purposes :

Budget allocations to the Tourist Board for the development of the industry have been as follows :-

1967-68	E.C.\$	877,000
1968-69		804,346
1969-70		966,000
1970-71		1,449,368
1971-72		1,317,524

- (vi) Government expenditure on infrastructure :

A new Customs Hall, parking facilities and access roads were among the main improvements carried out at Seawell Airport.

A number of beach facilities fitted with changing rooms and restaurants are being provided at various beaches for the use of residents and cruise ship passengers.

Work is being carried out on the establishment of a national park at the new East Coast Road on lands made available by Barclays Bank.

5. Action Taken During the Current Year

The Board concentrated its efforts in the prime North American markets. The successful Barbados Bonanza promotion was repeated in Canada for the seventh consecutive year and in the United States for the third year with greater success.

The Bonanza promotion again incorporated a comprehensive and specialised programme of advertising and public relations with a sales tour undertaken by the Board in conjunction with its overseas offices, the Barbados Hotel Association and the Barbados Approved Wholesalers and certain of the airlines serving the island. The Chamber of Commerce participated in the promotion.

The Board, the Hotel Association and the Chamber of Commerce in conjunction with the Venezuelan Airline also offered, for the first time, a

similar Bonanza package to Venezuelans during a promotional visit to the South American country.

There are also plans to undertake promotional visits to Europe this year.

The following table indicates the growth of summer business from 1964 when the Barbados Bonanza was introduced:-

<u>Visitors</u>	
1964	: 36,266
1965	: 43,013
1966	: 50,414
1967	: 54,898
1968	: 66,974
1969	: 82,992
1970	: 89,304

Visitor arrivals during the summer of 1970 increased by 8 per cent over the previous year and with the exception of September every month showed an increase over the same month of the preceding year.

In addition to the Bonanza promotion, the Board, through its local and overseas offices participated in several co-operative advertising projects.

6. Future Plans for the Industry

Projections for 1970 through 1973 are for an increase from 134,000 to approximately 235,000 visitors.

Increased air services, larger aircraft, and the tendency towards charters and group travel will assist in our reaching the projected increase.

The Board anticipates that the next five years will be a period of continuous growth for the industry. Every year the competition for the tourist dollar becomes greater with countries spending more and more of their national budgets to attract visitors, particularly from North America. The competition is made keener when air fares to a particular destination are increased, while cheaper fares, whether offered in the form of group fares or otherwise, are available to other destinations. Air fares to Barbados from North America continue to rise.

The U.S. market is vast and much business can be obtained. To stem the increasing competition and to make Barbados more competitive amongst resorts and especially those which have the advantage of lower air fares, it is planned to continue advertising in the U.S. market.

In so far as Canada is concerned, the Board is satisfied that business from this country will continue to flow for some time on the momentum which has been built up provided there is a continuance of the present advertising and promotional efforts.

The Board looks to the new markets of continental Europe and South America as areas prime for development as soon as air transportation is available on a basis which will induce the easy movement of people. The Board however feels that to exploit these new areas to the fullest advantage

substantial promotional funds will be necessary when the time comes.

At the moment Venezuela is again ready to be exploited on a bigger scale and it is expected that Scandinavia will provide Barbados with a reasonable market particularly during the summer period.

The Caribbean area will continue to be promoted including Guyana and Surinam although the large-scale development in other Caribbean territories will offer more competition than in the past.

The Board anticipates that the tourist industry will continue to grow during the next five years. Over the years however, the competition for the tourist dollar continue to rise. It is planned to increase advertising in the U.S. market. The competition is made keener when air fares to a particular destination are increased, while cheaper fares, whether offered in the form of group fares or otherwise are available to other destinations.

The provision of additional hotel accommodation will not in itself be sufficient. The Board recognises that greater attention must be paid to the provision of proper restaurant facilities; improvement of entertainment; proper control of beaches; the swift processing of passenger traffic both at Seawell Airport and the Bridgetown Harbour; and improvement of transport and shopping services.

While the Board looks with confidence to the future, it nevertheless feels that the stage has now been reached in the development of tourism which makes it imperative that there should be greater co-ordination not only amongst those sectors directly involved, but also in those areas which have indirect bearing on the development of the industry.

The Board considers it to be vital, therefore, that there should be established adequate machinery for the co-ordination, and direction of all of the policies, plans and efforts for its future development, thus ensuring that there is a move forward with the single objective of providing a flourishing and lasting industry for the benefit of all Barbadians.

Despite the growth of the tourist industry, the major problem continues to be the differential in hotel occupancy between the winter and summer seasons, which results in seasonal employment for workers in most hotels.

Although there has been much improvement in summer business, the additional accommodation constantly being provided mainly to meet the demands of peak winter months further aggravates the problem of low occupancy in hotels during the summer months and clearly supports the Tourist Board's efforts in this direction.

The main objective of the Board therefore, is to concentrate its financial and other resources almost entirely on the business during the summer months with a view to improving the occupancy in hotels and consequently to providing permanent employment for the workers.

Botswana

Botswana's tourist potential depends largely on its proximity to the Victoria Falls and its game reserves, although there are other features of archaeological, historical and scenic value which can be developed to attract more tourists.

1. Value and Extent of the Tourist Industry

Ordinary tourist visitors to Botswana during 1969 were estimated to be over 7,000. The average length of stay is estimated at six days and the average daily expenditure at R.7.0. This gives a total expenditure by ordinary tourists of R.294,000.

As well as ordinary tourists there were in the region of 130 tourist hunters from overseas whose total expenditure was over R.600,000. There were also 800 tourist hunters from South Africa who spent a total of approximately R.160,000.

The aim is to increase the number of ordinary tourist visitors to at least 22,000 by 1973/74 by providing more tourist accommodation and other tourist facilities. This will mean that the total expenditure by ordinary tourists will rise to over R. 800,000 per annum. Expenditure by tourist hunters, both from overseas and from the South African region, is unlikely to increase in this period.

2. Official Promotional Organisation

The Ministry of Commerce, Industry and Water Affairs is responsible for the development of tourism. The Department actually dealing with tourists and tourist promotion is the Department of Wildlife and National Parks. The Information Department also provides general information on Botswana. Botswana Airways Corporation (in which the Government is the main shareholder) is also doing tourist promotion work from its Johannesburg office.

3. Internal and Infrastructural Organisation

Botswana's main tourist attractions are in the northern section of the country and include the Chobe National Park and the Moremi Wildlife Reserve situated on the edge of the Okavango Swamps. These areas are served by six hunting safari companies and four organisations offering photographic tours.

A new all-weather road between Francistown and Maun, which was financed by a \$3.6 million loan from U.S. International Development Agency, has recently been completed and has made Maun more accessible from

* Information largely unrevised since the December 1969 edition, since further up-to-date information was not available at time of publication.

Francistown. In addition to this, an access road from Victoria Falls to Kasane in the Chobe National Park has recently been opened. This should greatly facilitate the movements of tourists from both Francistown and the Victoria Falls.

The link road between Kasane and Maun was started during 1969 and was to be completed in 1970. This road will be open during the tourist season months, that is the dry season. This route should greatly increase the length of stay of tourists in Botswana as it will provide an attractive circular route from Victoria Falls to Kasane to Maun and back to Francistown.

Hotels - There are twelve hotels in Botswana, of which only three could be considered second class hotels by international standards, the remainder being third class and below. Only one of these belongs to the Government, but is privately operated, the rest being privately owned.

The proposed tourist lodge at the entrance to the Chobe National Park should be completed before the end of 1971.

During 1969 a luxury safari lodge, with twenty beds, was opened on the Khwai River to the north of the Moremi Game Reserve. There are plans to expand the Khwai Lodge.

During 1969 a fishing camp was also opened at Shakawe and this has attracted a good deal of trade.

Travel Agents - One travel agent operates in the whole of Botswana, viz. Botswana Airways Corporation, whose main offices are in Gaborone and Johannesburg.

Air Lines - Botswana Airways Corporation supplies limited internal services and weekly flights to Zambia and South Africa. South African Airways maintains a flight between Johannesburg and Gaborone three times a week.

4. Government Participation

(i) Ownership or shares in hotels:

Botswana Government owns one hotel at present. This is the President Hotel in Gaborone, which is leased to a private hotelier. All other hotels are privately owned. The Government will have a 20% share in the management company of the new Chobe Lodge.

It is also the Government's intention to obtain shareholding in all new hotel investments made in Botswana.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

Loans may, under certain circumstances, be obtained from the National Development Bank.

(iii) Income tax and other concessions on hotel income:

A special depreciation allowance on hotel equipment is made and it is the intention to grant special allowances for

hotel investment in the future.

(iv) Import duty concessions on material and equipment:

At present there are no concessions for the import of tourist material and equipment.

(v) Provision of public funds for publicity purposes:

Funds voted to the Department of Wildlife and National Parks, the Government Printer and the Information Department are used to a certain extent for publicity purposes.

(vi) Government expenditure on infrastructure:

During 1969 the Government continued expenditure on the development of the Chobe National Park and on the link road between the Chobe National Park and Maun. The building of two rest camps in the Chobe Park was continued and these will be available for use in 1970.

Two road-building units have been purchase during 1969 and will be used for tourist development in northern Botswana.

As mentioned above, the Government has made a considerable investment in the Botswana Airways Corporation, which should make a considerable contribution in promoting tourism in Botswana.

5. Action Taken During 1969

During 1969 the Commonwealth Secretariat arranged for a tourist expert to do a survey of Botswana and he has, as a result, produced a report on the development of the tourist industry in Botswana 1970-75. It is hoped to start implementing most of the recommendations of the report and the report has formed a valuable basis for future planning.

The Government has taken active steps during the year to encourage private investment in the tourist industry in Botswana. Negotiations have been completed on the building of the lodge in the Chobe National Park and preliminary negotiations have begun with a view to building a further tourist lodge on the Botletle River, between Francistown and Maun, and also the building of a large tourist hotel and casino at Baborone.

All hunting safari companies have been encouraged to make investments in the non-hunting field and three companies have already begun doing this.

6. Plans for the Industry (as at June 1968)

It was planned to set up a National Tourist Office and the Commonwealth Secretariat were requested to help with technical assistance. This National Tourist Office was expected eventually to become a National Tourist Board which would be an autonomous statutory body. This proposed organisation was expected to take over the promotion of tourism in Botswana.

Plans for the gazetting of a further two major national parks and one game reserve were expected to be implemented during 1970. It was

also planned to expand the Moremi Wildlife Reserve and to link it with the Chobe National Park.

As mentioned above, plans were also made to increase the tourist accommodation available in the country as a whole.

To date, Botswana has done very little advertising in the tourist field. This has been because of the complete lack of suitable tourist accommodation. It is hoped that during 1971 it will be possible to start an advertising campaign to assist the investors in tourist accommodation in promoting tourism in Botswana. This may involve opening a Tourist Office in Johannesburg as well as London at a later date.

Britain

Britain's tourist attraction lies in its places of historical and cultural interest, the variety of its scenery and its unique traditions contrasting with the modern British image. Britain also has the advantage of intensive ethnic and cultural links with many overseas countries, particularly those of the Commonwealth.

1. Value and Extent of the Tourist Industry

Number of tourist visits ,	1967:	4.3 million
	1968:	4.8 million
	1969:	5.8 million
	1970:	6.75 million (provisional)

The visitors came mainly from the U.S.A., the Commonwealth, France, the Federal Republic of Germany and the Irish Republic.

Receipts from tourism (excluding fares) ,

1967:	£236 million
1968:	£282 million
1969:	£359 million
1970:	£433 million (provisional)

Receipts from tourism as a percentage of total receipts ,

1967:	2.9
1968:	2.8
1969:	3.2
1970:	not available

2. Official Promotional Organisation

Great Britain has a statutory tourist organisation which is composed of four co-equal boards, the British Tourist Authority, which is the body responsible for all overseas tourist promotion, and the English, Scottish and Wales Tourist Boards each responsible for tourism in their respective countries. The Government Department responsible for tourism at national level is the Department of Trade and Industry, although the Secretaries of State for Scotland and Wales have responsibility for tourism development in their respective countries.

The British Tourist Authority consists of a Chairman and not more than five other members appointed by the Department of Trade and Industry, together with the Chairmen of the English, Scottish and Wales Tourist Boards, who serve as ex officio members. The English, Scottish and Wales Tourist

Boards each consists of a Chairman and not more than six other members appointed by the Department of Trade and Industry and the Secretaries of State for Scotland and Wales respectively. The functions of the British Tourist Authority are to encourage people to visit Great Britain and people living in Great Britain to take their holidays there, and to encourage the provision and improvement of tourist amenities and facilities in Great Britain. The English, Scottish and Wales Tourist Boards have similar functions with regard to their own countries.

The Authority's and Boards' activities include:-

- (i) Publicity and advertising - the British Tourist Authority is responsible for promoting Britain overseas and maintains offices in the United States of America, Canada, France, Federal Republic of Germany, Argentina, Australia, Belgium, Brazil, Denmark, Holland, Italy, Japan, Mexico, South Africa, Sweden, Switzerland and New Zealand. The English, Scottish and Wales Tourist Boards are responsible for promoting their own areas within Great Britain;
- (ii) the provision of advisory and information services for the benefit of tourists;
- (iii) research into the needs of tourists and forecasting future trends in tourism;
- (iv) providing assistance to and co-operating with other organisations or individuals carrying out any similar work. Financial assistance may also be given by the Authority and Boards for particular projects to increase tourist facilities and amenities;
- (v) the English, Scottish and Wales Tourist Boards have, in addition, the responsibility for administering a scheme of financial assistance to hotels provided for under the Development of Tourism Act 1969 (see Section 4).

Northern Ireland has a separate statutory Board and Jersey, Guernsey and the Isle of Man also have Tourism Committees established under their own legislation.

3. Internal and Infrastructural Organisation

The English, Scottish and Wales Tourist Boards have a special responsibility for encouraging the development of voluntary regional tourist organisations and a number of regional bodies have been set up to promote the tourist attractions of their areas and to publicise these within Britain - they include a Tourist Board for London.

4. Government Participation

- (i) Ownership or shares in hotels:

Some hotels are wholly or partly owned by nationalised undertakings (e.g. British Transport

hotels and hotels owned by the national airlines, B.O.A.C. and B.E.A).

- (ii) Financial assistance specifically available (grants and loans):

Part II of the Development of Tourism Act, 1969, provides for a scheme of financial assistance to hotels. Grants (and in certain cases, loans) are available towards the capital cost of new hotels and certain extensions and improvements to existing hotels which satisfy the provisions of the Act. Eligible projects qualify for grants of 20 per cent (25 per cent in Development Areas i.e. designated areas having a higher than average level of unemployment and other economic difficulties). The grants are subject to a ceiling of £1,000 (£1,250 in Development Areas) for each new letting bedroom. Loan assistance of up to 30 per cent (in exceptional circumstances 40 per cent) for new hotels and 50 per cent for certain extensions and improvements is also available in suitable cases. These incentives were designed specifically as a short term measure in order to stimulate a rapid increase in hotel building to overcome the threatened shortage of hotel accommodation. To qualify for grant, therefore, work must have started on the site between 1 April 1968 and 31 March 1971 and must have been completed by 31 March 1973.

- (iii) Income tax and other concessions on hotel income:

Development Areas are eligible for a refund of their payments of selective employment tax. With effect from 26 October, 1970 a new system of capital allowances was introduced. Hotels will qualify for a new first year allowance of 60 per cent and an annual writing down allowance of 25 per cent of the reducing balance of expenditure on machinery and plant.

- (iv) Import duty concessions on material and equipment for hotel or other tourist constructions:

None.

- (v) Provision of public funds for publicity purposes:

The British Tourist Authority and the English, Scottish and Wales Tourist Boards are financed mainly by a Government grant-in-aid. In the financial year 1970/71 the British Tourist Authority received a grant-in-aid of £3.25 million for their general activities including publicity. The English Tourist Board general grant-in-aid for the same period was £520,000. The grant-in-aid to the Scottish Tourist Board was £220,000 and to the

Wales Tourist Board £175,000.

(vi) Government expenditure on infrastructure:

Government Departments assist tourism indirectly through the provision of communications and social, sporting, cultural and recreational activities. Local Authorities have powers to provide amenities and facilities for sport and recreation. A number of statutory bodies e.g. British Waterways Board the Countryside Commissions and Forestry Commission have also been charged with safeguarding or developing amenities. Certain statutory bodies set up to carry out regional development (e.g. Highlands and Islands Development Board) have powers to provide facilities for tourists.

5. Action Taken During the Current Year

The British Tourist Authority and National Tourist Boards have continued to promote and develop tourism to and within Britain. An increasing number of grants and loans has been paid out by the English, Scottish and Wales Tourist Boards, under the short term scheme of assistance to hotels (see Section 4(ii)) and a start has been made with the setting up of a new regional organisation for tourism (see Section 3).

6. Future Plans for the Industry

The Government will continue to assist the development of the tourism industry through the statutory Tourist Boards. From 1 April 1971 new measures to provide selective assistance to individual tourist projects in the Development Areas come into operation. The assistance will be administered by the English, Scottish and Wales Tourist Boards and it is proposed that £1 million should be made available annually for this purpose.

Canada

Canada's tourism potential has depended largely on its proximity to the United States and its many natural endowments such as the Canadian Rockies, the Great Lakes, Niagara Falls, and its vast National Parks and reserves. In recent years, however, the tourism potential from overseas countries has become increasingly important. Overseas visitors represent only about 1.5 per cent of the total visitors from abroad, but account for about 10 per cent of visitor expenditure. In 1970, overseas visitors numbered 535,000, an increase of 15.6 per cent over 1969.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals, (including those from U.S.A. but excluding same day excursionists)	1968:	12,070,322
	1969:	12,775,483
	1970:	14,798,373 (est.)
Foreign exchange receipts from tourism, (including receipts from same day excursionists)	1968:	C\$ 978 million
	1969:	C\$1,079 million
	1970:	C\$1,219 million
Receipts from tourism as a percentage of total foreign exchange earnings,	1968:	5.7%
	1969:	5.7%
	1970:	5.6%

Chief Countries of Origin for Tourists^(a)

	<u>1968</u>	<u>1969</u>	<u>1970</u> ^{(b)(e)}
United States ^(c)	34,775,772	35,765,659	37,152,944
United Kingdom	115,234	143,562	157,736
Germany	27,647	35,313	41,261
France	23,499	32,529	36,915
Netherlands	18,171	23,304	27,996
Japan	12,515	18,525	22,001
Italy	12,101	15,577	18,577
Australia	12,852	14,697	17,001
Mexico	7,261	10,019	10,682
Jamaica	6,907	9,422	11,417
All other countries	<u>126,235</u>	<u>160,235</u>	<u>191,946</u>
Total Number of Visitors	35,138,194	36,228,842	37,688,476

- Note:
- (a) includes same day excursionists
 - (b) 1970 figures subject to revision
 - (c) includes overseas visitors direct and via United States
 - (e) estimate

The importance of international visitors to the Canadian economy is exemplified by the fact that in 1970, receipts from international travel made it

the second largest earner of export dollars, exceeded only by the sale of passenger automobiles and parts.

2. Official Tourism Organisation

Office of Tourism:

The Office of Tourism was established January 1, 1968 as a new wing of the Department of Industry, Trade and Commerce, and charged it with the Tourism Programme: to ensure that travel and the travel industry make their optimum contribution to Canadian prosperity and nationhood, to provide and sustain a centre of information on tourism and to be the focus of federal leadership in the promotion of tourism in Canada. Headed by the General Directorate, in the person of the General Director, who advises the Deputy Minister on policy and operational matters related to tourism and travel in Canada, it gives executive direction to the activities of its two Branches: one of which is the well-established Canadian Government Travel Bureau, the federal promotional organisation established in 1934. In addition to the continuing Travel Bureau, the federal government established within the Office of Tourism, the Travel Industry Branch with the responsibility for giving concentrated and specialized attention to better definition of the industry, to identify its contribution to the economy and to the development of all aspects of the travel industry's facilities and services.

The Office of Tourism thus comprises three components - a General Directorate, the Canadian Government Travel Bureau (responsible for travel promotion - "demand") and the Travel Industry Branch (responsible for industry development - the "supply" aspects).

In addition to promoting travel to and within Canada and to further develop the travel industry in Canada, the Office serves as a centre of information and as a focal point for contact with the federal government on tourism matters, with Provincial Travel Bureaux and with the private sector which includes, carriers and the travel trade as well as national and international organisations concerned with tourism. It represents Canada at international conferences and is a member of a number of international organisations concerned with tourism (ASTA, PATA, O.E.C.D. Tourism Committee, I.U.O.T.O. etc.)

Canadian Government Travel Bureau:

The Canadian Government Travel Bureau continues to promote travel to Canada from other countries, and has the added task of promoting travel within Canada by Canadians, and coordinates its promotional activities with those of the provinces and private sector. Since 1966, the Bureau has substantially reoriented its methods of operation to adopt the total "marketing" approach. Specific activities of the Bureau include: operating 24 offices in eight foreign countries to promote travel to Canada; these offices are established at the following places: New York, Boston, Philadelphia, Washington, Rochester, Cleveland, Detroit, Cincinnati, Chicago, Pittsburg, Minneapolis, Seattle, San Francisco, Los Angeles, Mexico City, Sydney, London, Paris, Frankfurt, Amsterdam, Tokyo, and has three Regional General Managers located at London, San Francisco, and New York; a publicity programme involving editorial and photographic material, films, participation in travel shows, and "Visit Canada" tours for selected travel writers; print media and television advertising campaigns directed primarily at United States markets but also overseas; direct mail campaigns aimed at

special interest groups in the United States; market research, and project research to examine the effectiveness of advertising and promotional expenditures; a travel information service; a programme to promote tour business to and within Canada; a programme to stimulate convention business in Canada; an expanding programme of information exchange with the provinces and private sector to coordinate overall marketing and promotion strategy.

Travel Industry Branch:

The Travel Industry Branch works to delineate the industry - and all its heterogeneous parts - to quantify and evaluate it in realistic economic and social terms. By study and research it identifies industry problems, strengths and weaknesses, seeks solutions and establishes ways and means of inducing improvement activities to ensure growth and development. One of the tasks assuming increasing importance is the exchange of information and coordination of related activities by consultation and relations with other federal departments, provinces, associations and individual firms of the industry in the private sector. Significant among these contacts are several federal departments with major tourism content in their programmes, e.g. the Department of Indian Affairs and Northern Development, Department of Regional Economic Expansion, Ministry of Transport and such organisations as Travel Industry Association of Canada, hotel and restaurant associations, etc. The Travel Industry Branch also combs the international field for useful practices for application in Canada; and gives staff support to Canada's participation in major international travel/tourism organisations.

Budgets:

The total federal Office of Tourism budget for tourism during 1969/70 amounted to \$11,197 million and the same amount for 1970/71. The amount budgeted for 1971/72 is \$11,346 million. There is an additional amount of \$1,009 million for the Tourism Programme resources contained in the estimates of the Department of External Affairs for 1971/72 for expenditure on "Support Services" abroad, bringing the total for the federal budget to \$12,355 million for 1971/72.

In addition, many of the large transportation companies promote Canadian tourism. Air Canada and C.P. Air for example, have extensive advertising, publicity and promotional programmes in Canada, and in wide-spread areas of the world which they directly serve, as well as in certain areas where they are "off-line". The C.N. and C.P. Railways also engage in promotion abroad. Further, together, for the ten provinces and two territories in 1969, their travel promotion expenditures totalled approximately \$9.6 million.

3. Internal and Infrastructural Organisations

Federal/Provincial Conference on Tourism:

Certain machinery exists to harmonize aspects of federal tourism-related activity and to coordinate federal activity affecting tourism with like activity of the provinces and private sector.

The principal federal-provincial instrument of cooperation is the annual Federal/Provincial Conference on Tourism. Organised by the Office of Tourism, the Conference is convened by the Minister of Industry, Trade

and Commerce and is attended by federal and provincial ministers concerned with tourism plus their officials. Particular federal agencies such as Dominion Bureau of Statistics, the National Film Board are represented. Federal departments having indirect interest in tourism are invited to observe proceedings. Others invited to send representatives include the major carriers and other selected private sector interests. During the Conference, the provincial ministers concerned with tourism meet privately with the Federal Minister of Industry, Trade and Commerce, to consider policy matters.

Travel Research Planning Committee and Canadian Travel Film Committee:

The Federal/Provincial Conference on Tourism has established two standing committees to further federal-provincial cooperation. The first of these, the Travel Research Planning Committee, is composed of federal, provincial and private sector representatives and meets periodically to recommend priorities and coordinate travel research programmes.

Both this body and its technical Sub-Committee on Research, which meets quarterly, have initiated and advised on such important projects as the Canadian Travel Survey, the United States visitor surveys and the formulation of standard definitions for use in tourist surveys. The second, the Canadian Travel Film Committee, and its sub-committee, the Canadian Travel Film Evaluation Committee also have federal, provincial and private sector representation. Their function is to ensure that the most efficient use is made of Canadian travel films in promoting Canada abroad and at home.

Office of Promotional Services:

The Office of Promotional Services, a branch of the Department of Industry, Trade and Commerce, has as one of its four sub-branches, a World Exposition Liaison Branch. This Branch is concerned primarily with administrative matters between Canada's participation in World Expositions and the federal government level.

Marketing Meetings:

To coordinate travel marketing strategy, the Office of Tourism holds a series of meetings quarterly with the provinces that comprise each marketing region of Canada. Separate marketing planning meetings are held with the major carriers and from time to time with accommodation interests. The Office of Tourism also maintains continual liaison with the provincial tourism authorities on an ad hoc basis.

Federal/Provincial Parks and Wildlife Conference:

Coordination of many aspects of federal and provincial activity affecting the use of natural resources and outdoor recreation is achieved by such formal means as the annual Federal/Provincial Parks and Wildlife Conferences, the annual Canadian Conference on Historical Resources and the Canada-Ontario Rideau-Trent-Severn Study Committee. The Office of Tourism is asked to attend these Conferences as an observer.

The operation and maintenance of national and historic parks in Canada during 1969/70 resulted in an expenditure of \$25.378 million while the capital expenditure for the same year amounted to \$17.039 million. The 5-year forecast programme for national historic parks initiated in 1969, provides for substantial growth.

Canadian Council of Resource Ministers:

The Canadian Council of Resource Ministers, which is composed of the federal and provincial ministers concerned with resource development, meets annually to review renewable resource problems. The Council has published a study on the Administration of Outdoor Recreation in Canada and Recreation Problems Analysis, and is preparing a conference for 1973 on the multiple use of resources with particular reference to outdoor recreation. The Office of Tourism serves in one of the organising sub-committees.

Provincial and Territorial Governments' Tourism Organisations:

Six provincial governments and one territorial government have established ministries or departments of tourism (British Columbia, Manitoba, Ontario, Quebec, New Brunswick, Prince Edward Island, the Yukon). The remaining five provincial and territorial tourism authorities are located in departments whose main responsibility is industry, trade or economic development.

All these tourism authorities are actively engaged in travel promotion, and the majority play a major role in the development of tourism facilities and services, particularly accommodation.

Private Sector Organisations

Travel Industry Association of Canada (TIAC):

The Travel Industry Association of Canada (TIAC), formerly the Canadian Tourist Association (C.T.A.), is the official voice of the private sector in matters affecting tourism. Because of the involvement of government at every level in tourism, municipal and provincial and federal tourism authorities hold membership and participate actively in cooperation with the private sector members as the five operational Councils of TIAC (Explore Canada - Travel Marketing; Hospitality - community awareness of tourism vocational training and management education; Keep Canada Beautiful - environmental control and protection; Travel Research; and Membership and Public Relations) Government members serve in the Executive Committee, but not the Policy Committee, being entitled to disassociate themselves from policy decisions. Some 40 federal departments are engaged in over 100 different programmes and activities that have a bearing - direct, indirect, or incidental - on tourism in Canada. Close links also exist between the Office of Tourism and other organisations representing specific interests within the private sector. The various components of Canada's travel industry have, in most cases, formed national organisations to represent their interests. Some examples are the Hotel Association of Canada, the Canadian Restaurant Association and the Canadian Motor Coach Association. Similar organisations exist within individual provinces, such as the Association of Tourist Resorts of Ontario and the Alberta Travel Industry Association. These associations make presentations to governments, operate educational and training programmes, participate in national exhibitions, publish magazines or bulletins, and liaise with government and other private sector interests.

The only trade association catering to the needs of Canadian tour operators, tour wholesalers and travel agents is the American Society of Travel Agents (ASTA), which is largely under United States influence. A new arm of the organisation, ASTA-Canada, has now set up a secretariat in Ottawa to handle specifically Canadian interests.

4. Government Participation

Other considerations:

(i) Ownership or shares in hotels:

The only significantly governmental involvement in hotels is through the federal government-owned crown corporation: The Canadian National Railways which owns nine large hotels in Canada, known as Canadian National Hotels, seven of which are operated by the Canadian National Railways and two by management contract.

In the Province of Newfoundland there are four hotels in which the government of Newfoundland own an equity interest and all are operated by management contract.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

At the federal government level as well as in several provinces there are loan provisions which either include or were created specifically for the tourist industry. A significant study as to the problems and needs of the accommodation sector is presently being completed by the Travel Industry Branch of Office of Tourism.

(iii) Income tax and other concessions on hotel income:

There is no special tax or other concessions specifically directed at the tourist industry.

(iv) Import duty concessions on material and equipment for hotel or other tourist construction:

There are no such concessions limited to the travel industry.

(v) Government expenditure on infrastructure:

The Office of Tourism contributes financially to the Travel Industry Association of Canada (TIAC). These funds support a training programme "Project Hospitality" and other projects. Significant was a re-orientation conducted by TIAC, launching itself on enlarged programmes directed to development of the travel industry and all its sectors.

The Canadian Government Travel Bureau sponsors convention seminars. The purpose of these seminars is to study and evaluate the convention business as an aspect of tourism in Canada. In February of 1970, the Office of Tourism and the Canadian Tourist Association held the first Travel Trade Congress in Canada. The prime objective of the Congress was "to improve Canada's competitive position in the world tour market with particular attention to package tours".

The newly-formed Department of Regional Economic Expansion on April 1, 1969, was the culmination of a process which started in July of the previous year, and announced the government's intention of establishing a new department to deal with the problem of regional economic disparities.

The first step in the establishment of the new department was the consolidation under a single Minister of all the existing federal agencies and programmes active in the field of regional development and social adjustment. Under the Regional Development Incentives Act, DREE will provide loan guarantees in designated regions for commercial enterprises including convention facilities, hotel accommodation and recreation facilities. Such guarantees will include the establishment of a new facility or the modernisation and improvement of an existing facility. To be eligible it must be established that the loan required could not have been obtained through convention lending channels on reasonable terms and conditions without a guarantee. In the case of a new enterprise it must be brought into production by December 31, 1976. To be eligible for the guarantee the loan must not exceed 80% of the capital costs required for the project. A maximum of 90% of the loan may be guaranteed by the Department, however, at this time in the development of the programme, the loan guarantees will be limited to 50% of the loan. The loan guarantee at the moment represents the first 50% of the loss. This is under negotiation and may be changed to a straight guarantee of a dollar amount.

The Government Organisation Act 1969, that created the Department permits the designation of Special Areas. Special areas are created for specific industrial developments and through this act funds can be provided to the Provinces for the development of infrastructure such as sewage and water systems, roads, etc., that may be essential to encourage an industry to locate in a specific area. Infrastructure renovation and development could be an essential pre-requisite to a commercial hotel or recreation development. A special area could also permit a grant to be given for the development of a travel industry project. A grant, for example, was provided for the construction of a hotel in the Lesser Slave Lake area in Alberta.

The Agricultural Rural Development Act (ARDA):-

While ARDA agreements have been signed with two provinces, Ontario and British Columbia, new ARDA agreements are being negotiated with the other provinces excluding Prince Edward Island which is completely covered by a FRED Agreement (Fund for Rural Economic Development Act).

The ARDA agreements are expected to be signed by the end of June. These agreements permit the Federal Government to participate in projects and programmes designed, initiated and managed by the Provinces on a 50/50 cost sharing basis. The Department of Regional Economic Expansion intends to place more emphasis on other aspects of rural development other than agriculture through the new agreement.

Part IV of the new agreements will allow the provinces to develop programmes related to tourism and the travel industry. The type and scope of such programmes depend largely on the conceptual capability of the provinces and their specific needs. Programmes will likely include Travel Industry research, planning, feasibility, design, development, and operational programmes. The provinces will be able to give greater emphasis to the travel industry through the new ARDA agreements in rural development. It should be noted that programmes under ARDA are administered by the provinces. After the programmes are approved federal involvement is usually at the regional level.

The Office of Tourism also contributes to other organisations in the field of tourism by supporting and co-sponsoring on an ad hoc basis, employees training programmes for management in the accommodation, food and beverage sectors of the industry. A major project, the Travel Trade Congress, a cooperation of the Office of Tourism and private sector (TIAC) was to study the competitive problems in the industry over the next 10 years and the needs particularly as to its plant facilities and services. Its many recommendations are having a significant effect upon current industry activities.

Important benefits in infrastructure accrue to the tourism industry by governmental participation in contributing to major transportation systems and facilities, by a very extensive series of national parks, recreational waterways, the development, preservation and maintenance of historic sites. Additional extensive resource planning is seeing many side benefits in designating prime tourism attractions.

5. Action Taken During the Current Year

A new federal initiative will be undertaken in April 1971, when for the first time, the Federal Government will become active in the direct promotion of travel by Canadians in Canada. The programme to cost \$600,000 in the calendar year 1971/72, is designed to interest and encourage Canadians, generally, to travel more within their own country. The task of selling specific areas within Canada will continue to be largely the responsibility of the provinces and territories, but the new programme will compliment this activity and emphasize a "total Canada" vacation projection. One part of this new programme seeks the assistance of national corporations in developing

promotional programmes of their own to support in-Canada tourism. This project develops still further the theme of "Explore Canada" established by TIAC.

Of major significance are the two Office of Tourism research projects. The Canadian Travel Survey, 1971 is the most extensive survey of in-Canada travel by Canadians ever undertaken. Its purpose is to determine the patterns and values of travel by Canadians; especially sought are better indicators of the economic contribution of the travel industry. This information is considered of high priority to facilitate decision-making by governments and the priorities sector on major programmes, policies and legislation in aid of the industry.

During 1970 also, the Travel Industry Branch commenced a major study of the capital needs in the Accommodation Sector of the travel enquiry. The study endeavours to identify what sectors of the industry, if any, require financing assistance and what form this might take. Some 22,000 questionnaires were sent out to all accommodation establishments in Canada. In light of the response, a further sample of about 1,000 accommodation operators have been personally interviewed in order to obtain an "in-depth" view of the situation. These have been followed up with detailed interviews with about 100 institutional lenders to obtain their point of view. It is still too early to speculate whether a special programme will be recommended. However, the implications for the industry are significant.

6. Future Plans of the Industry

Basically, Canada's income from foreign visitors has about tripled in the last decade, and current industry thinking is that there will be a further doubling of the industry's receipts from foreign visitors in the period between 1970 and 1977. This will mean, in effect, moving from something just in excess of \$1 billion to total receipts of \$2 billion in 1977. During 1970, this income represented approximately \$5.7 billion from domestic travel. To achieve this goal, the key priorities guiding the 1971 programmes are as follows:

1. More emphasis on work with the travel trade at home and abroad.
2. Initiation, on an as yet limited scale, of the direct promotion of domestic travel by Canadians.
3. Continued expansion of the Travel Industry Branch, and its major research projects (for example, Canadian Travel Survey and study of capital requirements of the accommodation sector) and industry evaluation and improvement.
4. Strengthening of cooperation within the industry.
5. Some added emphasis of promotion to broaden the tourist seasons (and still holding down promotion in the face of increased costs).
6. Intensified participation in international tourism developments.

Ceylon

The development of tourism in Ceylon is assisted by a number of favourable factors. These include the strategic location of the island on round-the-world flight routes, both eastward from Europe and westward from the Pacific area. (During 1969, the number of international flights through Ceylon increased from 18 to 24 per week; including regional flights the total number of flights to Colombo now totals 48 per week). The visitor attractions of the country are varied. There are beach resorts and mountain resorts, as well as historic archeological sites, such as the mountain fortress of Sigiriya and the ancient cities of Anuradhapura and Polonnaruwa. Recreational potentials include beach and sea sports as well as golf and wildlife photography. For entertainment there are the traditional festivals, modern theatre and the wonderful traditions of dancing with special forms that have been developed in the different regions and schools. Shopping opportunities range from the well-known gems of Ceylon to the products of indigenous arts and crafts. Recent developments that have attained international distinction are high-grade handloom cloths and beautiful batiks. There is an extensive road and rail network with suitable accommodation both in the cities and in places of archaeological and other interest. The Government of Ceylon has embarked on a policy of encouraging the growth of tourism on the basis of planned development.

1. Value and Extent of the Tourist Industry

Statistics of tourist arrivals to Ceylon during recent years are shown below:

<u>Year</u>	<u>Arrivals</u>	<u>% Change over Preceding Year</u>	<u>Index 1963=100</u>
1967	23,666	+ 24.8	128.3
1968	28,272	+ 19.5	153.3
1969	40,204	+ 42.2	218.0
1970	not available	-	-

During the period 1963-1966, tourist traffic to Ceylon remained at a static level of around 19,000 arrivals a year. The year 1967 showed for the first time, a significant upward trend in traffic largely as a result of the initial impact of the promotional activities undertaken by the new tourist organisation namely, the Ceylon Tourist Board, which was set up by Act of Parliament in May, 1966.

The upward trend in traffic that emerged in 1967 continued over the period 1968-1969 and the tourist arrivals to Ceylon in 1969 increased to a record total of 40,204 which represented an increase of 118.0% when

* Information largely unrevised since the December, 1969 edition, since further up-to-date information was not available at time of publication.

compared with the base year 1963. During the period 1966-69 tourist traffic to Ceylon had been expanding at an average annual rate of 28.4% - from 18,969 in 1966 to 40,204 in 1969. This means that Ceylon had been able to more than double its traffic over a period of three years. The rate of expansion of traffic to Ceylon during the period 1966-1969 (28.4%) was much higher than the rate of expansion of traffic to the South Asian Region during the same period (17.18%) and the traffic to the South Asian Region expanded at a faster rate than the rate of expansion of world tourism in this period (5%-6%).

Foreign exchange earnings from tourism as shown in the Balance of Payments Account for the period 1967-1969 are given below :

<u>Year</u>	<u>Earnings (Rs Millions)</u>	<u>Earnings (US \$ 1000)</u>
1967	7.5	1,211
1968	10.3	1,731
1969	16.9	2,840

These figures do not reflect the actual visitor-expenditure in Ceylon as a proportion of it is lost to legitimate banking channels through illicit trafficking in foreign currencies.

The introduction in 1968 of a scheme whereby tourists received an enhanced rate of exchange for their foreign currency helped in large measure to curb this loss and it is now estimated that the drain into illicit traffic has been reduced from what it was around firstly, namely 70% to about 30% today.

Earnings from tourism in actual foreign exchange terms, have been increasing at an average annual rate of 30.2% during the period 1966-1969. The rate of increase in tourism earnings recorded during this period was slightly higher than the rate of increase in traffic recorded during the same period (28.4%).

Earnings from tourism as a percentage of total foreign exchange earnings are shown below :

<u>Year</u>	<u>% of Total Earnings</u>
1967	0.40
1968	0.47
1969	0.80

2. Official Promotional Organisation

The Ceylon Tourist Board which is a statutory public corporation is the authority responsible for the promotion and development of tourism in Ceylon. It is subject to the general and special directions of the Minister in Charge of Tourism.

The functions of the Board include the establishment, maintenance and operation of adequate and attractive tourist services and the making of such services available to those engaged in tourist travel promotion; the providing of financial assistance to local authorities, other corporations and bodies of persons operating or maintaining tourist services; encouraging and co-operating with any tourist travel and other agencies in the promotion

and publicising of the attractions of the island; assisting in the training of persons in work connected with tourist travel and tourist services; preparation of general or special tourist schemes as necessary for the establishment, development and control of tourist resorts, tourist services and employment of persons in such services.

Promotional activities - The Board's policy has been to gradually build up publicity overseas in its principal markets so as to make its full impact when more and better hotels would be ready and other facilities and services will also be available in greater measure. The Board's advertising campaign in 1968, was confined to trade advertising, and was extended in 1969 to limited consumer advertising, in U.S.A., Japan and Australia. An extensive slide-sound presentation was conducted in eight major cities in the Federal Republic of Germany. Other promotional measures were public relations drives; publicity through visits of foreign travel writers. The activities undertaken by the Board included advertising; public relations work; publicity through visits of foreign travel writers, photographers, television and film producers; educational tours for foreign travel agents and editorial publicity through a monthly newsletter, quarterly magazine and regular feature releases. A number of new publications in the form of booklets, brochures, folders, posters and maps were produced and are being distributed on a regular mailing list to persons interested in promoting traffic to Ceylon.

Representation Abroad - The Board is represented on international travel and tourist bodies. It has its own Information Offices in New York (to cover North America) and Frankfurt (to cover the European region) and plans to open other such offices in its principal markets. At present public relations activities, the supplying of tourist information and the distribution of publicity material is undertaken through Ceylon's Missions abroad and professional firms employed for this purpose.

The Director of the office in Frankfurt co-ordinates and supervises the entire promotional campaigns in the United Kingdom and the Continent.

Of the professional organisations associated with the work of tourism in the country, mention must be made of the following: The Ceylon Tourist Hotels Association serves the catering industry, and the Association of Ceylon Travel Agents the travel trade. The Association for the Promotion of Tourism consists of members of business establishments engaged in or interested in promoting all features of tourism. The Board of Airline Representatives, the Ceylon Steamer Agents' Association and the Ceylon Chapter of the Pacific Area Travel Association are the other trade organisations associated with the tourist industry. These bodies work closely with the Tourist Board.

The Board assisted the trade in matters of tourist promotion, advertising and travel abroad for participation at international conferences and familiarisation tours and secured from Government the release of foreign exchange for the importation of hotel requirements, transport requirements and other items required for the provision of facilities to tourists.

Vocational Training - The Ceylon Hotel School and School of Tourism run by the Ceylon Tourist Board has a three-year General Catering Course for the training of hotel personnel. Under technical training aid agreements, the services of foreign experts have been obtained for the School and a panel of qualified Ceylonese lecturers assist them. The School is well-equipped and provides practical training for students in a 10-roomed hotel, a modern

restaurant, bar and banquet hall. Outstanding students are awarded scholarships for further 'in-service' training abroad in five-star hotels and recognised hotel schools.

Craft Courses - A series of part-time Craft and Refresher Courses in Cookery, Restaurant Service, Bar Service and Hotel Reception were conducted for those employed in the hotel trade and also for new entrants to the industry. Courses have been held for hotel waiters, hotel cooks and rest-house keepers; also for railway and hospital catering personnel. These courses will be intensified in 1970.

Guides - Fourteen guide-lecturers trained by the Tourist Board in 1967 were available to the trade to serve as qualified guides. It is proposed to conduct the second course for guide lecturers in mid'70 where persons fluent in foreign languages, in addition to their fluency in English, will be given preference when being selected for training.

Still available for tourists in Colombo are the services of licensed guides. These guides cater mostly to passengers aboard ships calling at Colombo and their services are limited to city tours in Colombo.

Facilitation - Accepted and in force is the international definition of 'Tourist' by all government departments, a simplified procedure for the issue of visas, the principle of 'oral' baggage declaration, the allowing of importation into the country of a duty-free quota under personal effects in keeping with the area of allowances allowed internationally, the abolition of the practice of medical surveillance, the reduction by 50% of landing and delivery charges on duty and shipping charges on departure of motor vehicles temporarily imported on Carnet d'Passage.

Following pressure by a broad-based organisation sponsored by the Board called the National Facilitation Committee, visa fees for tourists have been waived till 31st December, 1971.

Again, at the instance of the National Facilitation Committee the Controller of Exchange has allowed that both transit passengers and bona fide tourists be allowed to reconvert into foreign currency unexpended Ceylon rupees to the equivalent of Rs,300.

Recommendations have been made for the use of a new and revised Embarkation/Disembarkation Card which will bring it both in format and content, in line with I.U.O.T.O. specifications.

3. Internal and Infrastructural Organisation

Airlines - In 1969, two international airlines, viz., Trans World Airlines and Swissair commenced operation through Ceylon while a few other major airlines such as Lufthansa have negotiated with the Government for landing rights. The number of weekly international flights through Ceylon's International Airport now used by seven international airlines increased from 18 in 1968 to 24 in 1969. The national airline, Air Ceylon Ltd., commenced the operation of regional flights from Colombo to Karachi, Bombay and Madras on the neighbouring sub-continent and in the Far East to Bangkok, Kuala Lumpur and Singapore. These services along with those offered by Indian Airlines Inc., who operate regional flights from Madras to Colombo now bring the total number of flights to Colombo to 48 per week. The national airline also operates regular domestic flights to the North and East while aircraft could

be chartered for groups visiting the historic ancient cities region from Anuradhapura. A private airline service provides aircraft on charter to other places of interest. This service, is however, at present limited to the North, East and South of Ceylon as facilities for landing aircraft are not available as yet in other areas such as the hill country.

The two National Parks, namely, the one in Yala off the South Coast and the other in Wilpattu on the North Central region serve as a lure to both the wildlife enthusiast and the photographer. The Wild Life Department administers these parks where comfortable accommodation is provided for visitors staying overnight. In addition, there are the rich Bird Sanctuaries of Kumana and Weerawila in the South while Manampitiya and Lahugala are more the reserve of big herds of wild elephant. The animal population here includes the elephant, bear, leopard, sambhur, deer, pig and buffalo. The rolling hills of the Horton Plains Tableland, close to Nuwara Eliya, and over 7,000 ft. in elevation contains interesting varieties of flora, fauna and bird life. This area which is also one of Ceylon's best fishing grounds has been declared a Nature Reserve.

Accommodation - Approved accommodation for tourists is made up to 23 hotels, 35 guesthouses and 32 resthouses with a total of 1,483 rooms with the bed-strength of 2,662.

The Board has also approved accommodation in private homes in Colombo, Kandy and Galle which is available as paying guest accommodation.*

The railway provides special transport facilities for tourists while special vehicles for road transport are also available. The present fleet of vehicles in the travel trade which is made up of 75 cars, 38 station wagons (20 air-conditioned), 8 Micro-buses (13-15 passengers), 10 buses of which 3 are air-conditioned (18-28 passengers), and 8 buses of which 3 are air-conditioned (32-43 passengers) will be further strengthened before the 1970/71 tourist season by the importation of another 110 cars and 15 luxury coaches. Also, about 500 new taxis have been imported and are in use.

4. Government Participation

(i) Ownership or shares in hotels:

The Ceylon Hotels Corporation, another statutory body has been established for the chief purpose of providing and operating efficient and attractive tourist services, living accommodation, transportation, entertainment and recreation. Government holds a minimum of 20% of the issued capital of the Corporation. The Corporation is presently in charge of 13 of the small accommodation units - resthouses - on the island. A major project of the Corporation is the construction of a 250-roomed hotel in collaboration with the Inter-continental Hotels Corporation of the United States of America.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

A loan fund for hotel construction has been established.

* A scheme of person-to-person hospitality for interested visitors belonging to different professions to meet their Ceylonese counterparts in their home environment has also been instituted.

- (iii) Income tax and other concessions on hotel and other tourist income:

Substantial tax concessions for investment in new hotel undertakings and renovations to existing hotels, in operation of new hotels and employment of foreign personnel in management has been approved by Government and the new legislation has been passed by Ceylon's Parliament. The tax concessions include a 5-year tax holiday thereafter 15 years at half the usual rate, lump sum depreciation, development rebates, investment relief to tax exemption of emoluments of foreign personnel employed in hotels. These concessions are subject to approval by the Minister of Finance on the recommendations of the Ceylon Tourist Board.

- (iv) Customs duty concessions on material and equipment for hotel and other tourist construction:

Customs duty concessions for essential items to be imported from abroad for the construction and equipping of hotels has been approved by Government. The items have been classified into 3 categories - a no-duty category, 5% preferential and 15% general duty category, and a 25% preferential and 35% general duty category. A variety of items have been included in this revenue order ranging from essential material for construction to equipping.

- (v) Provision of public funds for publicity purposes:

The allocation of foreign exchange is under control by the Government which has made special allocations to the Ceylon Tourist Board for its promotional activities as well as to the local travel trade for promotion and advertising abroad. A sum of approximately Rs. 2,765,000 was provided by the Government as the budget for publicity and promotion for the 1969 fiscal year.

- (vi) Government expenditure on infrastructure:

Special foreign exchange allocations have been made for the maintenance and improvements of existing hotels and for the import of material and equipment for new hotel constructions. Foreign exchange has also been allocated for the import of motor vehicles for tourist transport. Public buildings and public utilities in the resort centres to be developed will be provided by the Board, while hotel construction and operation, the management of commercial and shopping centres, restaurants and entertainment are the responsibility of the private sector.

5. Action Taken During 1969

Income tax and other concessions on hotel and other tourist income:

The last date prescribed for some of the tax concessions of April, 1, 1969, was extended by law to April 1, 1970.

Customs duty concessions on essential items for new hotel construction and equipping as well as renovation of existing plant were further reviewed and a wider range of items included as an incentive to the Industry.

New Hotel Projects:

Consequent to the positive policy adopted by Government for the attraction of investment to the industry, by way of fiscal concessions, an impact has been made on the expansion of plant. The position in summary is as follows:-

	1969-Visitor Projection 44,300			1970-56,000 Visitors			1973-129,000 Visitors		
Region	Exis- ting	New Comple- ted	Addl. rooms projec- ted	No. Appvd.	Differ- ence	Addl. rooms projec- ted	No. Appvd.	Differ- ence	
Colombo Resort Region	350	91	269	326 +	57	393	635 +	242	
South Coast Region	85	18	-	146 +	164	286	69 -	217	
Ancient City Region	130	60	30	52 +	22	228	100 -	128	
Hill Country Region	50	-	-	-	-	75	- -	75	
East Coast & Other Regions	35	-	-	-	-	75	- -	75	
	650	169	299	524	-	1,057	804		

One of the hotels programmed for completion by October 1970, was the Pegasus Reef Hotel, in collaboration with B.O.A.C. and Fortes. The hotel of 5-star category is to contain 142 rooms and 5 suites. This is sited on the West Coast about 10 miles north of the capital city of Colombo. Two other city hotels of the 5-star category have progressed beyond the planning stage and are under construction. They are the 250-roomed Intercontinental Hotel and the 262-roomed Hotel Ceylon Oberoi. Another proposal for a 300-roomed hotel in collaboration with Holiday Inns of America is under negotiation.

Holiday Resorts:

In terms of Part II of the Tourist Development Act, 1968, steps have been taken to declare an area in Bentota a National Holiday Resort. Land for this purpose had previously been acquired by the Board. In furtherance of the Board's objects, and with the approval of the Hon. Minister in charge of Tourism a number of defined allotments of land within the resort area for hotel projects have been demarcated and leased. The National Holiday Resort at Bentota on the West Coast, and 38 miles from Colombo City - the principal point of entry, is nearing completion. This resort of 100 acres of land will be a self-contained complex with all amenities for overseas and local visitors, including hotels, a commercial and shopping centre, restaurant, exhibition centre for local crafts and public buildings.

The resort was expected to commence operation early in 1970. In the first stage, 2 hotels with a total of 100 rooms would be available as accommodation. Another hotel of 23 rooms was expected to be ready by the middle of 1970. The total accommodation strength including the second stage would be around 400 to 500 rooms. This would be essentially a beach resort, with access to the ancient fort of Galle, wild life and other places of visitor interest. The preparatory ground work necessary for establishing similar resorts in other parts of the country, such as Sigiriya, Giritale, Polonnaruwa and Trincomalee, is under way. The provisions of the above Act have already been involved for the purpose of vesting in the Board the extents of land required by it.

In the process of establishment and phased for completion over the period 1970 through 1973 are the four resorts of which mention has been made earlier and another on the South Coast in the vicinity of the national park. These resorts will provide around 250 rooms in the interior and the coast.

Tourist Development Fund:

A fund has been established for the grant of loans for new units and renovations of existing units on the coast and the ancient cities, in line with the Board's priorities for development. Loans will be available for small and medium-sized projects at a very reasonable interest rate of 5½% per annum with a

maximum repayment period of 20 years.

Protection of Highways, Places of Scenic Beauty, and Control of Junkyards:

In terms of Part III of the Tourist Development Act, a set of regulations called the Protection of Highways and Places of Scenic Beauty and the Control of Junkyards Code for promoting the safety and recreational value of public travel, and for the preservation of natural and scenic beauty, became law. Power was taken under these regulations for the Minister to declare particular areas of scenic beauty bordering highways which were being marred by the erection of hoardings, advertisements and unsightly structures and the denudation of valuable trees and foliage to be declared "protected highways".

Codes of regulations for the supervision and control of business engaged in the tourist industry, such as hotels, travel agents, transporters, guides, have been in the course of preparation. After careful consideration and in consultation with the operators concerned, the regulations relating to hotels and travel agencies have been finalised and are ready to be brought into force.

Certain resthouses noted for the scenic splendour of their environs have been vested in the Board during the period under review, in terms of the provisions of this Act. The majority of these resthouses have been leased to the Ceylon Hotels Corporation and a few to the private sector in order to ensure their smooth and efficient operation.

Sport Fishing Facilities:

A Report on the Propagation and Development of Fresh Water Fish of Sporting Type in Ceylon was made by Mr. G.M. Malik, Director of Fisheries, Jammu and Kashmir Government, India. This Report is under study.

6. Future Plans for the Tourist Industry

Apart from the Programme of Resort Development already under way, 3 areas have been selected for the establishment of resorts on a larger scale. These areas are now subject to a pre-investment study relating to planning and layout, estimate of capital requirements for public utilities, accommodation and other recreational amenities, as well as a forecast of profitability on the investment involved. This study would also include a phased programme in relation to the traffic expected and its pattern through the years 1973-1976.

Of the areas selected for the study one is around 1,300 acres off Trincomalee on the East Coast, another of 1,000 acres on the Southern Coast, and the third of 30 acres on the West Coast - about 8 miles north of Colombo.

The study would assist the private sector - whether foreign or local - in evaluating the viability of participation in hotel development in these areas. The report on the areas was expected to be made available in August, 1970.

In terms of projects approved for completion over the period 1970-1972, there would be 1,497 new rooms in the country. The total requirements projected for completion by 1973 is 2,400 rooms for a projected traffic of 129,000. Considering the existing plant and the new rooms to be completed there would be a shortfall of 400 rooms, particularly in the coastal areas, and the ancient cities region.

Cyprus

The island's tourist potential lies in its Mediterranean climate, its variety of landscape and in its places of historical and cultural interest. Cyprus' location in the Eastern Mediterranean also constitutes an advantage as it can participate in the tourist flow towards Middle Eastern countries.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1966:	54,114
	1967:	68,397
	1968:	88,471
	1969:	118,006
	1970:	126,580

Main countries of origin were the United Kingdom (48%), United States of America (8%), Greece (7.5%) and Lebanon (7%).

Foreign exchange earnings from tourism,	1966:	£3.6 million
	1967:	4.3 million
	1968:	5.8 million
	1969:	7.8 million
	1970:	8.5 million

As a percentage of total foreign exchange earnings,	1966:	6.1%
	1967:	6.7%
	1968:	7.6%
	1969:	9.1%
	1970:	12.0% (estimate)

2. Official Promotional Organisation

The newly established Cyprus Tourism Organisation, a semi-official body under the auspices of the Ministry of Commerce and Industry, commenced functioning on the 1st January, 1971, taking overall responsibility for the tourist development and promotion of the island, both at home and abroad. In order to achieve its objective, the Organisation is concerned with:-

- (a) the preparation and implementation of programmes for tourist development, as well as the submission of suggestions regarding legislative or institutional changes;
- (b) the attraction of tourists to the island, the increase of the length of their stay and the extension of the tourist season;

- (c) the development of tourist regions; and
- (d) the promotion of domestic tourism.

The functions of the Cyprus Tourism Organisation further include:-

- (a) Improvement of tourist services;
- (b) development of tourist facilities, i.e. hotels, restaurants, sport and recreation amenities;
- (c) organisation of international conferences and congresses;
- (d) organisation of festivals;
- (e) promotion of folk art; and
- (f) creation of tourism consciousness among the population.

The Cyprus Tourism Organisation is also responsible for the control of hotels, tourist associations and clubs, tourist guides and other establishments related to tourism.

The Cyprus Tourism Organisation administers tourist matters in co-operation with Government Departments and private bodies and organisations.

3. Internal and Infrastructural Organisation

Cyprus has 141 officially licensed hotels with 9,413 beds. Hotels will be reclassified according to the new Hotels Law enacted in 1969. The new classification will be based on the star system and in accordance with international standards and criteria.

Hotelkeepers are represented by the Cyprus Hotelkeepers' Association. Presently there are some seventy-five travel agencies in Cyprus, members of the Cyprus Travel Agents' Association. The Cyprus Tourism Organisation is in close co-operation with the above mentioned associations, as well as the District Tourist Advisory Committees.

The C.T.O. is responsible for the establishment, running and financing of regional tourist offices; at present there are eight all over Cyprus. In matters of road, port and airport construction, as well as other infrastructure, the C.T.O. is closely co-operating with the related Ministries or Government Departments.

4. Government Participation

- (i) Ownership or shares in hotels:

Hotels are usually privately owned. There are, however, two cases of Government participation; the Cyprus Hilton which was financed to a large extent by Government, and a major tourist complex at Golden Sands, Famagusta, which is presently

under construction, involving a Government expenditure of about £3 million.

- (ii) Financial assistance specifically available (e.g. loans and guarantees):

The Government is granting long-term loans at low interest rates, for the erection or extension of hotels, to the extent of 40-70% of total construction cost (except land cost).

- (iii) Income tax and other concessions on hotel income:

There are no special tax regulations for the tourist industry. The Income Tax Law provides for an exemption from tax, for a certain period and under certain conditions, of interest on foreign capital imported or invested in Cyprus.

The Government encourages foreign investments for tourist development. The Government leases land for tourist development at concessional rates under certain conditions.

- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:

Articles of hotel furniture and appliances may be imported free of duty. The list of such articles have recently been enlarged.

- (v) Provision of public funds for publicity purposes:

The allocation of funds for tourist publicity increases from year to year. The funds allocated are spent mainly on public relations, production and distribution of tourist publicity material, press advertisements, publications, etc.

During 1970 some 680 tour operators, travel agents and journalists were invited to Cyprus for educational tours.

Publicity campaigns in co-operation with Cyprus Airways and B.E.A. were carried out in the U.K. and Germany. Presently the C.T.O. is considering the possibility of embarking on publicity campaigns in Scandinavia and Greece.

The C.T.O. has participated in many exhibitions for tourism abroad while in Cyprus it intends to co-ordinate and improve all local festivities and special events of tourist interest. Two tourist offices were established in London and Frankfurt and public relations consultants were engaged in both countries.

- (vi) Government expenditure on infrastructure and embellishment:

- (a) The construction of new roads or the

improvement of old ones is mainly the task of the Government as part of its infra-structural programme. Total expenditure on road construction during 1969 is estimated at about £2 million.

- (b) Two new ports are presently under construction at a cost exceeding £10 million.
- (c) The Nicosia Airport runway is being extended with a view to receiving larger aircraft.
- (d) A new building for the Hotel and Catering Institute is being constructed at a total cost of about £340,000.
- (e) Experts on tourism and tourist consultants are employed by the Government.
- (f) In 1970 the Government took measures for the protection of wild life and the conservation of landscape and the natural environment.

5. Action Taken During the Current Year

- (a) Hotel construction has continued during 1970; fourteen new hotels are under construction while old ones are being renovated or extended in order to be adapted to the regulations of the new Hotels Law. In addition, major tourist complexes comprising hotels, bungalows, restaurants, sport and recreation amenities are in the course of construction. When the above mentioned hotels and tourist complexes are completed, they will provide for additional 5,000 beds.
- (b) Cyprus Airways, the national carrier has established direct as well as chartered flights between Cyprus and Germany. Regular flights to the island have been increased, so that today eighteen international airlines are flying to and from Cyprus.
- (c) In addition to the Cyprus Antiquities Department, eleven foreign archaeological expeditions were working in Cyprus during 1970, bringing to light very important finds.

6. Future Plans for the Tourist Industry

The Third Five-Year Plan for 1972-76 is presently being prepared. The suggestions for the Tourism Sector will be submitted by the C.T.O. to the Planning Commission for the final preparation of the whole plan.

The regional distribution of new hotels and their financing in the next five years will be carried out according to the hotel programme.

Prospects for tourism in Cyprus in the next years appear to be very promising; given political stability, a rate of increase of about 20 per cent per annum in the number of tourist arrivals can be expected.

Fiji

The tourist potential of Fiji is enhanced by its international airport at Nandi and by its magnificent principal harbour at Suva. The climate is mild and equable due to the moderating influence of the ocean which surrounds the Islands. Tourists to Fiji can tour the native villages, explore the coral reefs, go deep-sea fishing, swim at magnificent beaches or in clear cobalt blue lagoons, visit colourful markets, indulge in all manner of sports, partake of exotic foods or attempt to solve the mystery of the fire walkers.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967:	56,021
	1968:	66,458
	1969:	85,163
	1970:	110,042

Mainly from New Zealand, Australia and the United States.

Ninety-seven per cent of visitors staying one day or longer arrive by air but there are also a large number of cruise ships which call for a one or two-day stay only. The number of cruise passengers in 1970 was 41,851. To these should be added 44,600 scheduled line passengers on trans-Pacific voyages.

About half the visitors to Fiji spend a few days en route to another destination.

The average length of stay of visitors was 8.6 days in 1970.

Foreign exchange receipts from tourism,	1970:	\$F.24.3 million (gross)
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As a percentage of foreign exchange earnings (gross),	1970:	18%
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2. Official Promotional Organisation

- (i) Ministry of Communications, Works and Tourism.
- (ii) The Fiji Visitors Bureau is the organisation responsible for promoting, encouraging and developing the tourist industry in Fiji. The powers of the Bureau are set forth in the 1969 Ordinance as follows:
 - (a) to engage in, or arrange for, publicity for Fiji by any appropriate means of communication, with particular reference to its tourist attractions and facilities;

- (b) to induce and assist travel agents, transport operators and other appropriate bodies, or persons engaged in any publicity medium, to encourage people in other countries to visit Fiji;
 - (c) to produce, or cause to be produced, and to sell or to distribute free of charge, magazines, pamphlets and other publications and advertising matter;
 - (d) to organise demonstrations of local culture and entertainments in Fiji or elsewhere;
 - (e) to collect information in relation to any relevant matter and to publish, disseminate or supply, with or without charge, any such information or the results of, or conclusions drawn from, the Bureau's consideration of any such information;
 - (f) to undertake, in any country outside Fiji, the provision, with or without charge, of assistance to travel agents, transport operators and other appropriate bodies or persons in arranging travel accommodation or other services or facilities for people visiting Fiji, where the Board is satisfied that no person whose principal place of business is in Fiji, undertakes, in that country outside Fiji, the provision of assistance of the same kind;
 - (g) to seek and accept contributions, by way of cash and assistance in kind particularly with the object of establishing the maximum participation by the commercial community in the promotion of Fiji as a holiday resort;
 - (h) with the approval of the Minister, to do such other things as the Board may from time to time determine to be necessary for the promotion of Fiji as a holiday resort.
- (iii) The Fiji Visitors Bureau is the marketing organisation for the Government of Fiji so far as tourism is concerned. It maintains overseas offices in Sydney and Melbourne, Australia and Auckland, New Zealand, and has appointed overseas agents in London, U.S.A. and Japan. The Bureau undertakes tourist publicity and promotion abroad and maintains a research section which covers expenditure by visitors, visitor reaction, visitor motivation and basic data on visitors arriving in Fiji. The Bureau is a non-profit making organisation and is supported by commercial and industrial concerns in Fiji in addition to the support it receives from the Government.

3. Internal and Infrastructural Organisation

Visitors to Fiji stay in hotels and at the end of 1970 there were 1,680 rooms of international standard; some 350 additional rooms are under

construction or planned for 1971.

Training - A staff training unit has been established at the Derrick Technical Institute to operate training courses for hotel staff in various fields. A separate Hotel and Catering Training School will be established towards the end of 1971.

4. Government Participation

(i) Ownership or shares in hotels:

None

(ii) Financial assistance specifically available (e.g. loans and guarantees):

Under the Hotels Aid Ordinance 1964 a generous subsidy or investment allowance can be obtained on the total capital expenditure of new hotel constructions and extensions to existing hotels.

(iii) Income tax and other concessions on hotel income:

Under the Income Tax Ordinance 1964 a special depreciation allowance and other concessions can be claimed on the approved total capital expenditure of hotel construction or extensions to existing hotels.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

None

(v) Provision of public funds for publicity purposes:

See paragraph (vi) below.

(vi) Government expenditure on infrastructure:

Government grants to maintain the Fiji Visitors Bureau during 1970 amounted to \$F.250,000, about 90 per cent of total expenditure. Indirectly Government also assists with the provision of basic services such as water, electric power, roading and overall planning of resort facilities.

5. Action Taken During the Current Year

At the end of 1969 the Fiji Tourist Commission and Visitors Bureau Ordinance replaced the previous Fiji Visitors Bureau Ordinance. This came into force during 1970. It created a Fiji Tourist Commission consisting of the Minister responsible for Tourism and two other Ministers appointed by the Prime Minister whose purpose is to "encourage and develop the Fiji tourist industry and tourist traffic to, within, and beyond Fiji, taking into consideration at all times the true cultures and customs of the peoples of Fiji". The new legislation provides for the continuation of a statutory Fiji Visitors Bureau with wider powers than previously, while the Commission is empowered to give directions to the Board of the Bureau with respect to matters of policy, including directions with respect to the general nature and extent of the operations of the Bureau.

Another important decision is that in future the Government grant to the Bureau will be paid on the basis of \$F.3 per head in relation to the number of visitors who came to Fiji in the previous year. This decision will facilitate forward planning by the Bureau.

6. Future Plans for the Industry

The Fiji Government has asked the International Bank for Reconstruction and Development for assistance in the preparation of a master plan for the development of tourism in Fiji, and of feasibility studies for those infrastructural works required for the first stage in implementing such a plan. It is expected that the survey will be financed under the U.N.D.P. Programme.

The Gambia

The Gambia has established its claim as a country with attractive possibilities for a winter holiday. The climate from November through to May has been described as one of the best in the world. A long unspoilt coastline; a river which takes visitors deep into the hinterland; fishing; its exotic birdlife and the colourful dress and customs of its people are some of the attractions.

1. Value and Extent of the Tourist Industry

In the 1968/69 season some 900 tourists, mostly from Scandinavia, spent two-week holidays in The Gambia. An independent survey team from Britain estimated that each tourist spent between £30/40 during their stay. In addition, a cruise ship programme with two ships making weekly calls from the Canary Islands started in December, 1968. About 2,000 passengers spent one-day excursions in The Gambia during the 12 weeks long season. It is estimated that on average each passenger spent £2 each.

2. Official Promotional Organisation

The Tourist Board, comprising representatives from both the private and official sectors, is the principal promotional and advisory body. It is non-statutory but empowers The Gambia Information Services to produce publicity material for tourist promotion and consumption.

3. Internal and Infrastructural Organisation

Hoteliers representing the existing three hotel groups are represented on the Tourist Board. Shipping agents, airlines, local transport and the voluntary Tourist Association are also represented.

There are four hotels providing some 250 beds, all in the Bathurst and district areas, all suitable for international visitors. Three regular airlines, B.U.A., Nigeria and Ghana Airways and Air Senegal run scheduled services to Yundum Airport. In addition a Swedish charter flight makes fortnightly trips from November to April.

A nature park, with specimens of game, has been established close to Bathurst.

4. Government Participation

(i) Ownership or shares in hotels:

Existing hotels are all privately operated.

* Information largely unrevised since the December 1969 edition since further up-to-date information was not available at time of publication.

- (ii) Financial assistance specifically available (e.g. loans and guarantees):
None.
- (iii) Income tax and other concessions on hotel income:
None.
- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:
Certain items of hotel equipment are exempted from customs duty. Certain building materials for genuine hotel development have been similarly exempted.
- (v) Provision of public funds for publicity purposes:
£500 was provided for publicity material and general public relations in 1968 (latest figure available).
- (vi) Government expenditure on infrastructure:
In its general development programme Government has improved airport and seaport facilities, road and ferry services, nature park development and an information kiosk was built.

5. Action Taken During 1969

- (a) facilitating cruise ship programmes;
- (b) enlarging existing ferry services;
- (c) renovating ancient monuments and ruins;
- (d) initiating Gambia-Swedish friendship society (a direct result of tourism);
- (e) establishing a Gambia Craftsmen Market and this has stimulated a local fabric and dyeing industry;
- (f) issuing a special set of tourism postage stamps;
- (g) extensions built to existing hotels;
- (h) agreement made with Swedish boat-owner to operate a fishing and excursion service.

6. Future Plans for the Industry

A general increase in tourist traffic is confidently expected - in particular from northern Europe. Two new hotels are planned by Swedish-based interests and will be opened sometime in 1971-72.

Major rebuilding of both the airport and seaport facilities began during 1970.

Ghana

The tourist potential of Ghana depends largely on its warm weather, places of scenic beauty, beaches (there are 334 miles of coast-line) surfing at Takoradi, Tema, Winneba and Busua, its historic castles and forts, forests, forests, game reserves, lakes and the colourful dress and customs and festivals of the people.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967:	29,946
	1968:	15,315
	1969:	30,918
	1970:	not available

Mainly from United Kingdom, United States, Germany and France.

Foreign exchange receipts from tourism,

	1967:	308,000
	1968:	1,014,000
	1969:	507,000 (Jan. to June only)
	1970:	not available

From the time of Independence in 1957 to about 1963, the tourist industry contributed, on the average, about two million new cedis (N¢ 2,000,000) a year to Ghana's foreign exchange resources. Total tourist receipts, however, began to decline from N¢ 2,592,000 in 1963 to N¢ 126,000 in 1964. Since 1964 tourist receipts, in terms of bank transactions, have recovered somewhat, amounting to N¢ 1,014,000 in 1968 (latest figure available).

A significant point about the volume of tourist traffic, is that while there has been a steady increase in the total number of tourists visiting Ghana between 1964 and 1968, this increase is not reflected in the tourist receipts in terms of bank transactions for the corresponding period.

As a percentage of total foreign exchange earnings,	1967:	0.1%
	1968:	0.27% (provisional)
	1969:	not available
	1970:	not available

* Information largely unrevised since the December 1969 edition, since further up-to-date information was not available at time of publication.

2. Official Promotional Organisation

The National Tourist Corporation of Ghana was set up in October 1968 (National Liberation Council Decree No. 310) to determine policy relating to the development and promotion of tourism and to serve as the central co-ordinating and advisory body in all matters relating to tourism.

The Corporation is governed by a 15-member Board of Directors drawn from the Ministries of Finance, Trade, Information, Economic Affairs, Communications, External Affairs, Cultural Affairs, Works and Housing. Other members are drawn from the State Hotels Corporation, Ghana Airways Corporation, Department of Game and Wildlife, Volta River Authority and two other distinguished Ghanaians in the field of art and literature. Late in 1969, the National Tourist Corporation was put under the direct supervision of a Minister of State - Ministry of Trade, Industry and Tourism.

The Corporation is empowered to discharge the following functions -

- (a) The promotion, development and enhancement of places of historic and scenic interest in Ghana;
- (b) the encouragement and inducement of holiday makers, travellers and tourists to travel to and see such places;
- (c) the promotion and advertisement of tourism in Ghana and abroad;
- (d) the promotion and advertisement of tourist organisation;
- (e) the promotion of tourism consciousness throughout the country;
- (f) carrying out study and research on tourism; and
- (g) the carrying out of such functions relating to tourism as it may think fit and is in the national interest.

3. Internal and Infrastructural Organisation

Other organisations connected with tourism include the State Hotels Corporation, the Ghana Association of Travel Agents, and the Board of Airline Representatives.

The State Hotels Corporation operates eleven hotels and resthouses located in the major cities and towns, and there are also a number of privately owned hotels of a standard suitable for international travellers. In the minor towns there exists a large number of small non-catering resthouses patronised mainly by travellers using their own cars.

There are 16 travel and tourist agencies in Ghana, 8 of which possess IATA licences. The IATA licenced travel agents form an Association which is a member of the Universal Federation of Travel Agents' Associations (UFTAA).

Ghana has one international airport (Accra) and three airports for internal use (Takoradi, Kumasi, Tamale). Scheduled services between Accra and the major cities of Western Europe, Africa and the Middle East are operated by 14 international airlines, namely: Ghana Airways, Pan American, B.O.A.C., Alitalia, Lufthansa, Swissair, B.U.A., K.L.M., Nigeria Airways, Ethiopian Airlines, Middle East Airlines, Air Afrique, Air Mali and United Arab Airlines.

The main shipping lines operating through the country's two ports at Tema and Takoradi are the Black Star Line, Liner Agencies, Farrel Lines, Umarco, Scanship, and Woermann Line. The two ports, though principally commercial, have good facilities for the reception of visitors.

Ghana's network of major roads (those under the care of the Public Works Department (P.W.D.)) stretches over 6,000 miles, 2,500 of which are tarred. These roads link up the main tourist regions of the country and other neighbouring African countries.

4. Government Participation

(i) Ownership or shares in hotels:

Government owns seven hotels, namely, Ambassador, Continental, City, Atlantic, Meridian, Star, Airport, the Winneba Beach Club and four Catering Resthouses, namely, Kumasi, Tamale, Cape Coast and Sunyani.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

Consortium loan from National Investment Bank and the Commercial Banks for rehabilitation of Ambassador and Continental Hotels is being negotiated.

(iii) Income tax and other concessions on hotel income:

No concessions are granted.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

None.

(v) Provision of public funds for publicity purposes:

Not available at time of publication.

(vi) Government expenditure on infrastructure:

Not available at time of publication.

5. Action Taken During 1969

When 1969 was proclaimed as the International Year of African Tourism, Ghana played her part for the full realisation of the objectives. Ghana recognised this important stepping-stone in the development of tourism in Africa by devoting two weeks of May to an Exhibition on Tourism in the capital, Accra, at which all the leading practitioners of tourism in Ghana

combined to demonstrate the facilities that exist in the country for holidays and tourism.

Ghana undertook to publish a 112 page brochure on tourism in commemoration of the International Year of African Tourism. The brochure which was released, in July 1969 gives such detailed information on Ghana as:

- (a) How to get to Ghana by air, land and sea;
- (b) Climatic conditions;
- (c) Facilities: Hotels, restaurants, health etc.;
- (d) Cultural Activities: A calendar of holidays, information on traditional dancing, music and festivals etc.;
- (e) Currency: the unit of Ghana monetary value compared with the US dollar, Sterling and the German Mark;
- (f) Customs regulations: documents required by foreign citizens and how to get them;
- (g) Common courtesies and local customs: What is expected of a tourist, how to dress etc.;
- (h) Where to go: sight-seeing notes on cities and places of interest;
- (i) Sources of further information: where to go for any information required.

Ghana issued other tourist literature on the occasion of the celebration of International Year of African Tourism. These include:-

- (a) "How to see Accra" - a seven page folder;
- (b) "A Guide Map of Accra"; and
- (c) I.Y.A.T. commemorative envelope.

Kotoka International Airport - Steps have been taken to provide first class facilities at the new international airport for visitors. They include a duty free shop, craft shop and a tourist information desk.

6. Future Plans for the Tourist Industry

Steps are being taken to engage the services of a competent and reputable firm of consultants to conduct a feasibility study of the whole country as a pre-requisite for enunciating a national tourism development policy. In such a survey, experts will be able to list out all the tourist potentials for both local and foreign consumption. They will propose those to be developed and promoted and in what way and how best in order of priority.

Promotional Activities:

The Corporation has undertaken to publish 3 different brochures on tourism. The first brochure entitled, "Official Guide Book of Ghana" came out in July, 1969. The second brochure, which followed in 1970, gave detailed information on tourist attractions and events. This covered beaches, waterfalls, scarps, forts and castles, lakes, zoos and gardens, rest-houses and catering facilities etc. The third brochure to follow shortly will feature important towns and cities like Accra and Tema, Kumasi and Takoradi etc.

Tourist Centres:

These are to be established both within and outside Ghana. All the diplomatic missions abroad, especially, in U.S.A., Canada, Great Britain and West Germany will be supplied with brochures for distribution. In addition, a colour film high-lighting Ghana's cultural heritage will be produced and distributed to television stations in North America, Britain and Europe on an exchange basis and to the diplomatic missions for showing to foreigners with a view to attracting tourist visits.

Tourist Season and Events:

The winter months i.e. December to February will be declared the tourist season to attract visitors from America and Europe. During the tourist season, special flights at reduced fares will be arranged from such capitals as London, Bonn, New York to Accra. Special traditional events and festivals will be arranged towards the entertainment of tourists during the season, e.g. the Regatta at the Accra Wharf and a special dramatized durbar at the Elmina Castle to recall the first contact between the Portuguese and Ghanaian chiefs at Elmina.

Cultural Projection:

Efforts will be made to expose Ghanaian culture in U.S.A., Britain and West Germany with the view to attracting visitors to Ghana.

Rest-Houses and Catering Facilities:

These will be provided at every spot of tourist attraction e.g. beaches, waterfalls and botanical gardens etc. Private business companies will be encouraged to build motels etc. Whilst the Government will provide all necessary infrastructural facilities such as roads, electricity, water, etc., to tourist spots.

Guyana

Guyana's tourist potential lies in the fact that it is accessible to other countries in South and North America, has an equable climate with sub-tropical temperatures; its beaches and scenic interior, including the Kaieteur Falls.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals, 1967:	15,960 (plus 16,181 intransit passengers)
1968:	18,000 (plus 25,000 intransit passengers)
1969:	20,000 (plus 25,000 intransit passengers)
1970:	22,000 (plus 28,000 intransit passengers) (est.)

Mainly from the United Kingdom, United States, West Indies and Canada.

Foreign exchange receipts from tourism, 1967:	W.I. \$2.0 million
1968:	W.I. \$2.5 million
1969:	W.I. \$3.0 million
1970:	W.I. \$3.1 million (est.)

As a percentage of total foreign exchange earnings, 1968:	1.2% (est.)
1969:	1.2% (est.)
1970:	1.0% (est.)

2. Official Promotional Organisation

The official promotional tourism organisation is the Guyana Development Corporation. The Tourist Development Committee (under the jurisdiction of the Ministry of Trade), and the Guyana Development Corporation (under the Ministry of Trade) represent both the Government and the private sector of the industry.

Government's Tourism Policy:

- (a) To foster, promote and develop the tourist industry as an instrument for the economic advancement of the people of Guyana;
- (b) to encourage Guyanese and foreigners to know Guyana and appreciate its resources by spending their holidays at places of interest within Guyana.

- (c) to survey, identify and develop historical sites, monuments and objects, and to recognise their importance and value as tourist attractions;
- (d) to foster and promote such appropriate cultural and national activities as may attract tourists to the country;
- (e) to encourage those industries, services and agricultural pursuits which can contribute to the development of tourism;
- (f) to train the people in the skills required for the development of tourism;
- (g) to encourage the private sector by appropriate fiscal and other means, so that it may make the maximum contribution to the development of the industry; and
- (h) to participate in regional and international programmes for the promotion of the tourist industry.

3. Internal and Infrastructural Organisation

Guyana Airways Corporation and a number of private tours agencies operate organised tours to tourist sites in the interior, and to many part of the country.

The Government of Guyana operates up-to-date motor transport services on the 69 mile East Coast Demerara roadway linking the county of Demerara and the county of Berbice. Most of the country's coastal roads are re-surfaced to accommodate motor transport vehicles and plans are underway to establish a public Motor Transport Corporation which will be owned and operated by the Government, co-operatives and private investors. This Corporation is expected to provide motor transport vehicles throughout the country, for public use, and a higher standard of service to all its users.

Roads - The capital Georgetown is now linked with the mining town of Linden (formerly known as Mackenzie) by a 50 mile modern highway, from Soesdyke, East Bank Demerara.

Another important road (approx. 250 miles) is now under construction through self-help methods. This road will connect Georgetown with the border cattle-town Lethem, in the Rupununi District on the Brazilian border.

4. Government Participation

- (i) Ownership or shares in hotels:

All hotels are privately owned. However, a 100-room hotel costing \$5 million has been completed at Eve Leary, Georgetown and the Government has a 5% equity of the hotel company. The Government is represented on the Board of Directors.

- (ii) Financial assistance specifically available (e.g. loans and guarantees):
Not available at time of publication.
- (iii) Income tax and other concessions on hotel income:
The Hotel Development Law, part of the Industrial Development Law, allows certain tax concessions on hotel income.
- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:
The same law grants duty concessions on necessary articles for construction of hotels.
- (v) Provision of public funds for publicity purposes:
Not available at time of publication.
- (vi) Government expenditure on infrastructure:
A budget of \$1.1 million has been allocated to tourist industry development during Guyana's 7-year plan period.

5. Action Taken During the Current Year

A five million dollar (\$5m.) tourist hotel was established in Georgetown at the end of 1969. The international-class hotel - Pegasus - has over 100 rooms. Many hotels and guest houses throughout the country are engaged in a programme of expansion.

A holiday camp site was established in the Timehri area, some 25 miles from Georgetown. This has proved to be popular for weekend picnics.

An airstrip, to accommodate light aircraft, was laid down on the Kaieteur Top, and Guyana Airways Corporation operated one-day weekly excursions into the area. A blue-print for the development of Kaieteur Top is now on the drawing board.

6. Future Plans for the Industry

The Guyana Development Programme 1966/72 states that the Government intends building a tourist lodge at Kaieteur Falls (of 20 bedrooms). An airstrip, estimated to cost \$400,000 is under construction in the same area to make it more accessible.

For clearing and beautification of recreational areas and tourist sites, a sum of \$500,000 has been allocated.

For improvement to hotel accommodation, up-grading existing facilities, classification, inspection and regulation, \$150,000 has been allocated over the next seven years.

Total cost for the overall plan is estimated at \$1,100,000.

India

India's tourist potential consists in her cultural and historic monuments, variety of climate and landscape, warm and friendly people with a heritage of festivals, music and dance as alive today as centuries ago, beautiful natural scenery from the mountains to the beaches and the interesting spectacle of a nation striving to attain a harmonious blend of ancient glory and modern achievements.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967: 179,565
	1968: 188,820
	1969: 244,724
	1970: 280,821
Foreign exchange receipts from tourism,	1967: Rs. 252,300,000
	1968: Rs. 264,200,000
	1969: Rs. 331,100,000
	1970: Rs. 380,300,000
As a percentage of total foreign exchange earnings,	1967: 2.1%
	1968: 2.0%
	1969: 2.4%
	1970: not as yet computed

2. Official Promotional Organisation

A Department of Tourism within the Ministry of Tourism and Civil Aviation in the Central Government under a Cabinet Minister. A Cabinet Committee on Tourism gives decisions on matters of the highest importance. A Committee of Permanent Secretaries of the Ministries of Foreign Trade, Transport and Shipping Railways, Finance, Defence, Education and Youth Services and Tourism and Civil Aviation under the Chairmanship of the Cabinet Secretary has also been set up.

The Tourist Development Council is an Advisory Body at the national level. It is presided over by the Cabinet Minister of Tourism and Civil Aviation. Its members are officers of the Central Government connected with tourism problems, Ministers dealing with tourism in the State Governments, nine Members of Parliament, representatives of hotel and travel industry and persons distinguished in public life. The Council meets once a year.

The Department of Tourism is headed by a Director-General. The present incumbent is of the rank of Additional Secretary. He is assisted by an Additional Director-General, a Joint Director-General, General Manager (Tourist Facilities & Standards), one Deputy Secretary and three Deputy

Directors-General, one Special Officer (Wild Life) who oversee Administration, Planning, Research, Training, Publicity, Travel Trade, Wild Life and Tourist Facilities and Standards Unit.

Sections of the Department -

Besides the Headquarters, there are fourteen offices abroad (London, Paris, Frankfurt, Geneva, Brussels, Stockholm and Milan in Europe); New York, Mexico, San Francisco, Chicago and Toronto in America; Sydney in Australia and Tokyo in Japan and ten offices within the country at key centres viz. Delhi, Bombay, Calcutta, Madras, Agra, Varanasi (Banaras), Jaipur, Aurangabad, Cochin and Jammu. In addition, State Governments also have tourist information services.

India is a member of the International Union of Official Travel Organisations, and the South Asia Travel Commission. She is also a member of the Pacific Area Travel Association.

3. Internal and Infrastructural Organisation

Airlines: Both Air India (External) and the Indian Air-lines (Internal) are autonomous corporations set up in the public sector under the Ministry of Tourism and Civil Aviation.

Railways: The largest system in Asia, are run by the Ministry of Railways; **Classes:** Air conditioned, First, Second and Third.

Roads: About 45 National Highways with a length of about 15,000 miles connect the important cities in the four corners of India. These roads are metalled throughout spanning small and large rivers. About 170 major bridges have been constructed in the last twenty years alone. Two other categories of roads viz. State Highways and District roads provide links to towns and villages in remote areas. The Federation of Automobile Association of India has its headquarters in Bombay.

Buses: Coaches and taxis with meters and without are widely available. In view of the Indian Government's ban on the import of luxury cars, the approved tourist taxi operators are given special priority in the allocation of secondhand luxury cars under arrangements with the State Trading Corporation. A scheme to provide financial aid to car operators for purchase of cars etc., to be run as tourist vehicles has been introduced.

Inland Waterways: Rivers and Lakes in most parts of the country as well as the backwaters of Kerala are served well with motor launches for sight-seers.

Travel Agencies and Shikar Outfitters: The Travel Agents Association of India and the Shikar Outfitters Association maintain close links with the Tourist Department and accept its regulatory conditions in lieu of official recognition of its members who individually belong to inter-national organisations such as ASTA, PATA, WATA, etc.

Guides and Excursion Agents: trained and approved by the Tourist Department, English speaking - and in some cases French and German speaking - can be engaged at key tourist centres. There are also Excursion Agents who confine their activities to providing sight-seeing facilities.

Hotels and Restaurants: there are at present 180 approved hotels in India, with a room capacity of 9,679, out of these 163 have been classified according to the internationally accepted star system in categories ranging from 5 star for luxury hotels down to 1 star which offer only essential facilities. The number of approved restaurants is 56.

4. Government Participation

(i) Ownership or shares in hotels:

While the hotel industry falls basically in the private sector, Government has undertaken construction and management of hotels to fill the gap and to accelerate the pace of development. This is being done through the India Tourism Development Corporation with an authorised capital of Rupees 100 million. By 1972, the Corporation hopes to be able to utilise about 68 million rupees on the construction/renovation of hotels, motels and tourist bungalows.

In addition to providing accommodation in retiring rooms at railway stations, the Indian Railways run three hotels at Aurangabad, Puri and Ranchi.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

Loans are available under the Hotel Development Loans Scheme set up in 1968 for:

- (a) Construction of hotels and motels of the standard suitable for occupancy by foreign tourists, and
- (b) Renovation and expansion of existing hotels on the approved list of the Department of Tourism to improve existing standards and/or to provide additional facilities.

(iii) Income tax and other concessions on hotels income:

- (a) Subject to certain conditions the profits of certain types of hotels will be exempted up to 6% of the capital employed for a period of 5 years commencing from the year in which the hotel starts functioning. The dividends in the hands of shareholders for new hotels will also be eligible for similar tax concessions.
- (b) Development rebate: 25% of the actual new machinery installed in the new premises used as a hotel.
- (c) A deduction of 8% on the taxable profits has been allowed to the hotel industry as available to priority industries.
- (d) Depreciation: When assessing income tax, subject to certain conditions, a depreciation of 25% of the actual cost of erection has been allowed for the first year on new buildings completed after 31st March, 1967.

- (iv) Import duty concessions on material and equipment for hotels or other tourist construction:

None.

- (v) Provision of public funds for publicity purposes:

A sum of Rs. 8,629,000 was spent on tourist publicity during the financial year 1970-71 (ending March 31, 1971). This included an amount of Rs. 5,090,000 for advertising and allied publicity through overseas offices located in U.S.A., Canada, Mexico, Japan and Australia. Besides these offices, seven tourist offices in Europe also undertake tourist publicity in a joint collaboration with Air-India, for which a separate allocation is made. During 1970-71, a provision of Rs. 4,500,000 was made to cover administrative and publicity expenditure in continental Europe - of this Rs. 3,600,000 was contributed by the Department of Tourism and Rs. 900,000 by Air-India. In the U.K., under a similar arrangement a total grant of Rs. 1,000,000 was made by the Department of Tourism for administrative and publicity expenditure with Air-India contributing Rs. 250,000.

A variety of tourist literature in the form of colourful folders, posters, guide books, picture postcards, inserts, maps, etc. is produced.

Credible motivational publicity is also obtained by arranging special tours for overseas journalists, travel writers, travel agents and the like. A publicity campaign has been launched to create a bias for tourism among the general public in India.

The Department of Tourism participates to a limited extent in fairs and exhibitions. Window displays are arranged in various centres overseas using Indian handicrafts and other display material. Photographs, colour slides and tourist documentary films are supplied to tourist offices and Indian Missions.

- (vi) Government expenditure on infrastructure:

1966-67*	Rs. 2,349,000
1967-68	Rs. 2,892,000
1968-69	Rs. 4,904,360
1969-70	Rs. 9,161,600
1970-71	Rs. 22,182,000 (Estimated)

* (Financial year from April 1 to March 31st)

5. Action Taken During the Current Year

- (i) Fifty-eight new hotel projects in the private sector are under various stages of completion. These include three luxury hotel complexes in Bombay being set up by Indian parties in collaboration with

Intercontinental Hotels Corporation, U.S.A.,
Sheraton International Inc., U.S.A. and Hilton
Hotels Corporation, U.S.A.

- (ii) An amount of Rs. 21,754,000 was distributed for the construction of new hotel projects and for renovation and expansion of the existing hotels as detailed below:

1968-69	Rs. 2,000,000
1969-70	Rs. 4,654,000
1970-71	Rs. 15,100,000
Total:	<u>Rs. 21,754,000</u>

- (iii) Development of Resorts:

The Development of Gulmarg as a winter sports resort has made encouraging progress. A Ski Instructors' Training School has been established; a road from Tangmarg to Gulmarg has been built; top quality ski equipment and snow clearing equipment has been imported from Austria and West Germany and an indigenously manufactured practice ski-lift has been installed, and the work on the installation of a chair-lift is in progress.

The project for setting up a Beach Resort at Kovalam is in the process of implementation. The main components of the scheme are:

- (a) A Beach Service Centre, comprising Administrative Officer, Information Office, shops and a Restaurant.
- (b) A Yoga-cum Massage Centre.
- (c) A Jetty with Boat House and recreational facilities.
- (d) An open-air theatre.
- (e) A 100-room hotel.
- (f) Forty cottages.

Construction work on the cottages and the hotel is likely to start soon. The Kovalam Palace Hotel has been taken over by the India Tourism Development Corporation for management.

- (v) Facilitation:

The Government of India has abolished visas on reciprocal basis with the Nordic countries (Denmark, Norway, Sweden and Finland), Yugoslavia and West Germany. The validity of the Temporary Landing Permit has been extended from 7 days to 21 days. Ceiling on the number of charters has been removed and the charters are now permitted to discharge tourists at an Indian airport and pick them up from an airport outside India and vice versa. The international airports of Bombay, Delhi, Calcutta and Madras are being expanded and remodelled to cope with the jumbo

jets. An entirely new building of Calcutta airport is coming up.

(vi) Operation Europe:

This arrangement with Air-India for joint promotion of tourism was remarkably successful in 1969 in as much as an increase of 45 per cent in tourist arrivals was registered during the year as compared to 1968. An increase of 17 per cent was registered in 1970 as compared to 1969. Under this operation all Air-India offices in Europe have been entrusted with promotion of tourist traffic to India. The U.K. has also been brought under this arrangement since 1 April, 1970.

6. Future Plans for the Industry

(i) The Department of Tourism has the following short and long-term objectives:

- (a) improvement of facilities at airport;
- (b) improvement of reception and facilitation procedures;
- (c) construction of new hotels or increasing the accommodation in existing hotels and other units providing board and lodging facilities;
- (d) provision for loans for hotel construction under the Hotel Development Loans Scheme;
- (e) facilities for hotel reservation on arrival at airport;
- (f) better co-ordination between travel agents, hoteliers and the transport agencies and the Tourist Department of the Centre and the States;
- (g) promotion of indigenous entertainment programmes;
- (h) publicity campaigns;
- (i) integrated development of areas of tourist interest;
- (j) development of resorts for attracting destination traffic; and
- (k) improvement of transport arrangements - rail, road and air.

(ii) Fourth Five Year Plan on Tourism is based on the following broad criteria:

- (a) Concentration of resources on the integrated development of selected areas/resorts and routes which have the highest potential for tourist promotion and are capable of yielding quick returns.

- (b) Development of tourist infrastructure and strengthening and expansion of the tourist plant through public sector investment.
- (c) Incentives to the private sector for improvement and expansion of the existing tourist plant.

(iii) Integrated Projects:

The Fourth Five Year Plan on Tourism includes a number of major projects. These are the winter sports resort at Gulmarg; beach resorts at Kovalam and Goa; mountaineering and trekking facilities in Kulu-Manali; development of selected Buddhist Centres; promotion of wild life tourism; a net-work of youth hostels and son-et-lumiere spectacles at selected places. The object is to develop India into a coveted destination.

Jamaica

Jamaica's tourist potential lies in its ready accessibility to both North and South America, its many natural endowments such as beaches, scenic interior including tropical plantations and mountains, and its tropical, though equable climate.

1. Value and Extent of the Tourist Industry

Number of visitors,	1967:	332,838
	1968:	396,347
	1969:	407,105
	1970:	414,720

Mainly from United States, Canada and United Kingdom.

Note: The drop in 1967 was due solely to a decrease in the number of armed forces personnel on shore leave. Excluding this category of visitor the number of tourists for the five years were 294,947; 303,481; 352,481; 374,306 and 395,369 respectively.

Foreign exchange receipts from tourism,

1967:	J\$ 57.8 million
1968:	J\$ 73.2 million
1969:	J\$ 77.9 million
1970:	not available

As a percentage of total foreign exchange earnings,

1967:	19.0%
1968:	21.5%
1969:	19.9%
1970:	not available

Tourism is the second largest foreign exchange earner. It ranks after bauxite and alumina, having exceeded sugar in 1965.

2. Official Promotional Organisation

The Jamaica Tourist Board is a statutory body established and maintained by Government funds. The Jamaica Tourist Board Law provides for a maximum of eight and a minimum of five members to be directly appointed by Government, not for the representation of sectional interests, but on the basis of their knowledge of the tourist industry.

The present composition of the Board is the Director (Chairman) and Assistant Director of Tourism, the Director of Marketing of the Board, the Board's North Coast General Manager, a representative of the

Ministry of Trade and Industry and the Executive Director of the Jamaica Industrial Development Corporation. There is also a full-time Secretary. The Board's sales offices are situated in New York, Chicago, Miami, Los Angeles, San Francisco, Toronto, Montreal and London. The Sales Section within the Board also works through an advertising firm with offices in New York, Los Angeles and London for promotional purposes. It also works with travel agents and through commercial enterprises in the United States, Canada and the United Kingdom and is heavily involved in encouraging group travel to the island.

Its Public Relations Department maintains a flow of information through various media: press, radio and television in the United States, Canada and the United Kingdom.

The Board works in close liaison with organisations from the private sector of the industry in Jamaica. It represents Jamaica at international and regional tourist conferences and, in co-operation with other national tourist organisations in the area, is interested in developing the region as a whole.

3. Internal and Infrastructural Organisation

The Jamaica Hotel and Tourist Association represents most of the hotel interests in the private sector.

The Jamaica Association of Villas and Apartments represents the majority of the owners of resort cottages and tourist apartment homes. Close liaison is maintained with the Tourist Board by both these organisations.

Jamaica Air Services operates and promotes flights between all major resort areas in the island, while the "U-Drive" Association represents the firms engaged in renting cars to tourists.

4. Government Participation

(i) Ownership or shares in hotels:

Apart from the Sheraton Kingston and the Ocho Rios Hilton in which Government corporations have interests, all the hotels are privately owned.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

Government is prepared to consider, subject to certain conditions, the guaranteeing of loans up to two-thirds of the total cost, including land, of hotels with not less than 350 rooms, which may be specifically declared as convention hotels. The Jamaica Development Bank will also offer medium term loans for hotels and other types of tourist developments.

(iii) Income tax and other concessions on hotel income:

The Hotels (Incentives) Act, 1968 was passed in March 1968. Under this Law approved hotels will enjoy an income-tax-free holiday from ten to fifteen years depending on type and location of hotels. All convention type hotels (minimum 350 rooms) will benefit

from the fifteen year holiday. Due to double taxation reliefs this law is especially beneficial to those countries which have agreements with Jamaica for the exemption of their citizens from double taxation.

There are no death duties in Jamaica.

- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:

Under the same law, almost all building materials and most items of equipment for new hotels or extensions to old hotels (of 10 rooms or 30% of existing capacity whichever is greater) which are not locally produced and need to be imported from abroad, are duty free.

- (v) Provision of public funds for publicity purposes:

The following data indicate the way in which public funds allocated to the Jamaica Tourist Board and used mostly for publicity and promotion, have grown over the last few years:

Fiscal	1967/68	(£1,132,000)	J\$ 2,264,000
Fiscal	1968/69	(£1,360,000)	J\$ 2,720,000
Fiscal	1969/70	(£1,650,000)	J\$ 3,300,000
Fiscal	1970/71	(£2,150,000)	J\$ 4,300,000

- (vi) Government Expenditure on infrastructure:

There has been substantial investment in the two international airports at Kingston and Montego Bay and work is now proceeding on the reconstruction of the buildings and their facilities at these two airports to make them suitable for the jumbo jet age. Additionally, Government has built two airfields at Ocho Rios and Port Antonio and a third at Kingston to take care of the needs of local air traffic. Three other airstrips are planned for Black River in the south-west and for Braco and Lucea in the north-west.

Considerable expenditure has been undertaken in the improvement of roads in the tourist areas and encouragement has been given to private enterprises for the building of new docks for ships. The Government has itself built a cruise-ship pier and ancillary facilities to provide better access to the developing area of Port Antonio.

5. Action Taken During the Current Year

The Jamaica Tourist Board was re-organised to enable it to carry out its functions more effectively.

The Sales Department was upgraded and its scope extended with the appointment of a Director of Marketing.

The Visitor Service Bureau with its Courtesy Corps was expanded to meet the growing needs of the industry.

A special Projects Department was established with a view to

undertaking the development of visitor attractions. Rafting on the Martha Brae, the first project to be developed by this Department, was opened towards the end of the year. Other projects are actively being promoted.

Development, Research and Statistics were brought together under the umbrella of a department named the "Planning, Research and Statistics Department".

Under an amendment to the Tourist Board Law, licensing regulations were promulgated for hotels in order to maintain certain minimum standards in hotel accommodation and service. The Jamaica Tourist Board inspects and recommends hotels to the Minister of Trade and Industry for the grant of licences. Licensing became fully effected during 1970.

A River Rafting Authority, to regulate rafting which is a main tourist attraction in Jamaica, was set up during the year.

A market survey was carried out in Germany to assess the potential of that market for travel to Jamaica.

6. Future Plans for the Industry

The continuing aim of the Jamaica Tourist Board is to increase the amount of accommodation available to visitors. Approximately 1,374 rooms were added to visitor accommodation during 1970 and at present about 2,000 additional rooms are under construction. At the moment emphasis is being laid on the convention type hotel due to the present lack of enough large hotels. In the meantime, the construction of resort cottages is being encouraged as there is a growing demand for them, and they can be built reasonably cheaply at a cost within the reach of Jamaicans. By such development local interest in tourism is increased.

Kenya

Kenya's tourist potential lies mainly in its warm climate and natural endowments such as its vast reserves of wildlife, its excellent beaches, its national parks, the scenic beauty of its Highlands, the traditional customs of the colourful dancers and above all the natural hospitality of its people.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals (including visitors from Tanzania and Uganda),	1967:	247,494
	1968:	257,091
	1969:	275,970
	1970:	254,071 (January to September)

Mainly from United Kingdom, United States and Western Europe.

Foreign exchange receipts from tourism,	1967:	£K15.7 million
	1968:	£K17.3 million
	1969:	£K16.7 million
	1970:	not available

As a percentage of total foreign exchange earnings,	1966:	10.3%
	1967:	15.2% (gross)
	1968-70:	not available

2. Official Promotional Organisation

The Kenya Tourist Development Corporation is a statutory board established in November 1965, by an Act of Parliament. Prior to 1965, tourism was promoted by a voluntary association, the East African Tourist Travel Association which received financial support from the three East African governments and from private bodies. With the advent of independence it became necessary for each country to set up its own tourist office. The K.T.D.C. has a board consisting of a chairman and about ten members drawn from the Permanent Secretaries to the Ministries for Tourism and Wildlife, Economic Planning and Development, Finance, and Natural Resources, and such other persons who possess qualifications that might be of benefit to the Corporation, and these include among others the representatives of hotels, tour operators, airlines and travel agents.

The Chief Executive Officer of the Corporation is the General Manager who is responsible for the day to day management of the business of the Corporation. The Corporation is subject to the general and special direction of the Minister of Tourism and Wildlife.

The functions of the board include the investigation and formulation of projects for the promotion and expansion of new and existing enterprises;

assisting other authorities or persons either financially or in any other way to perform any functions aimed at promoting tourism.

The Ministry of Tourism and Wildlife however, retains overall responsibility for the operation of hotels, motels, lodges, camping sites, restaurants and other places of accommodation, refreshment or recreation; promoting or advertising tourism; providing, maintaining or improving transport facilities; the provision of information and booking facilities for tourists; the development and preservation of wildlife and the natural flora and fauna of Kenya.

In order to step up the promotion of the tourist campaign, the Ministry has set up tourist offices in London, Frankfurt and New York and other overseas offices are planned. Tourist literature and films are also sent to all embassies overseas. In a joint effort each establishment carries out distribution of tourist literature to tour operators, travel agents and individuals in its area of jurisdiction.

3. Internal and Infrastructural Organisation

Airlines, shipping companies and tour operators assist in promoting Kenya's tourism in association with the Ministry. Tour operators often plan their itineraries without regard to national boundaries, taking East Africa as a single tourist zone.

The Ministry of Tourism and Wildlife has completed the classification of hotels all over the country and a hotel guide is due to be published in July, 1971.

The Board of Trustees of the National Parks administers the Kenya National Parks and archaeological sites. The County Councils, however, administer the game reserves within their jurisdiction. But the Game Department is responsible for the preservation of game and general game policy, including the issuing of hunting licences and demarcation of hunting zones.

4. Government Participation

(i) Ownership or shares in hotels:

In 1969 the Government requested a hotel expert to make a feasibility study of the construction and improvement of tourist lodges. On the basis of the report, the Government set up a company known as the Kenya Safari Lodges and Hotels Ltd., in which it holds shares through the Kenya Tourist Development Corporation. To date this company has erected two lodges, one at Ngulia and the other at Voi in Tsavo National Park. It has also erected the Mombasa Beach Hotel at Mombasa. The Kenya Tourist Development Corporation has also participated in the construction of both the Hilton and Inter-Continental Hotels which are now fully operational. Other projects in which Government participation through the K.T.D.C. is assured are:- Mara Lodge, Amboseli Lodge, Baharini Lodge, Satchu Hotel and Shanzu at Mombasa and Nairobi T.P.s Hotel. All these projects are currently under

way and when completed another 1,000 beds will have been added to the existing bed capacity.

The Tourist Development Corporation is also constructing a traditional village on the outskirts of Nairobi which the Government hopes to have operating next year. When operational it will be known as the Bomas of Kenya.

- (ii) Financed assistance specifically available:
See (i) above.
- (iii) Income tax and other concessions on hotel income:
There is a 20 per cent investment allowance for hotel development exceeding a minimum of £4,000.
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:
None.
- (v) Provision of public funds for publicity purposes:
Expenditure on promotion met from Ministry of Tourism recurrent budget is estimated to total £225,000 in Kenya's Development Plan 1969-1973.
- (vi) Government expenditure on infrastructure:
A revised tourism development plan for the period 1969-1973 envisages the expenditure of £10.5 million of which £3 million would be contributed by the public section, in hotel and lodge accommodation. Expenditure on improving the infrastructure is estimated at £8.3 million, including £2.5 million on tourist roads, £0.7 million on national parks and reserves, £0.6 million on the Game Department and £3 million on airports. The Government, in co-operation with the East African Hotelkeepers' Association, has set up a Hotel Training School. Experts have been invited to advise on the improvements required for the Mombasa airport to enable it to take a larger type of aircraft bringing package tourists. In 1968 the Government received plans envisaging an outlay of more than £30 million for the development of air traffic in the Nairobi area. The plans call for a continuous programme of capital expenditure up to the year 1990, but the first stage of development, to be completed by 1972, will cost at least £9.5 million. The first stage includes the development of Nairobi Airport at an estimated cost of £6.27 million and the construction of a new Wilson Airport on the Athi River plains, about 15 miles from Nairobi, for £1.46 million. A proposed new Air Traffic Control Centre, with further navigational aids, would cost about £2 million and is considered necessary by 1973.

5. Action Undertaken During the Current Year

The development of tourist roads all over the country has been phased in three stages. The aim is to bring up to all-weather condition access as well as internal routes within the parks and game reserves. By the end of 1969, Phase I and II had been completed and plans for the development of Phase III had been finalised. In line with the development of tourist roads work has continued on the main trunk roads. Bituminisation of Nairobi-Addis as well as Athi River-Namanga roads has continued. It is hoped to have a highway running from Tanzania to Addis all through Kenya when work on these roads is completed.

6. Future Plans for the Tourist Industry

It is quite obvious that tourism in Kenya has enormous potential for growth.

Holiday traffic grew at the rate of 28 per cent between the end of 1961 and the end of 1966, and 32 per cent from the beginning of 1964 to the end of 1966. Projecting these figures forward until the end of 1973, the indications are that Kenya can expect to receive 385,000 visitors. Of the additional 6,568 beds which it is estimated will be required by the end of 1973 nearly 70 per cent will be sited on the Coast and in the wildlife areas. It is recommended that certain plots of State and Trust Land at the Coast should be allocated and developed as hotel sites in conformity with the proposed Town Planning Zoning Scheme and that infrastructural development in these regions should be given high priority. In up-country areas emphasis will be placed on the modernisation of premises to raise their economic viability.

Lesotho

Lesotho's tourist potential lies in its spectacular mountain scenery (Thabana Ntlenyana 11,245') which is snow-capped in winter enabling skiing; the Maletsunyane falls, 630' in height; trout fishing; places of historical interest, such as Matsieng, home of the Paramount Chiefs and the cave-house of Masitise. There are also numerous examples of Bushman rock paintings, dinosaur foot-prints and fossilised plants.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals, 1966: 3,600 (est.)

Mainly from South Africa, and a few from Western Europe, generally as part of a tour of Southern Africa.

Foreign exchange receipts from tourism,
1967: R.28,000 (approx.)

As a percentage of total foreign exchange earnings,
1965/66: 1.1% (approx.)

2. Official Promotional Organisation

The Tourist Board, a statutory body, established early in 1967 to develop tourism in Lesotho has a membership comprised of the Permanent Secretary for Economic Development, the Director of Information and Broadcasting, a representative of a local travel agency Maluti Treks and Travel Pty. Ltd., and a representative of the local air charter company BASUTAIR. The Government is planning to set up a Department of Tourism in the near future.

The functions of the Board are to instigate immediate action to increase tourism in Lesotho through both promotional activity and development.

Facilitation - action has been taken for the simplification of entry and departure formalities and for reciprocal arrangements for visas.

Overseas representation - the Board has not yet established offices abroad for tourism promotion; however, diplomatic and consular officials represent Lesotho tourist interests overseas. The possibility of using Honorary Consuls is under discussion.

Familiarisation tours - a local travel agency organises tours for airline operators, journalists, tour operators etc.

* Information largely unrevised since June, 1968, as further up-to-date information on Lesotho was not available at time of publication.

The Board is not yet a member of any international or regional tourist organisation.

3. Internal and Infrastructural Organisation

District councils are encouraged to provide facilities for tourists, such as caravan parks with water and sanitation. Rest huts have been constructed in several places in the mountain areas.

Hotels - in 1968, there were six hotels in Lesotho, which provided 198 beds and 4 tourist lodges with a total of 34 beds for adequate overnight accommodation and the Government is interested in the construction of more good hotels. Work began, in January 1968, on the first hotel to be built in Mafeteng on a major road junction. As yet no ad hoc board has been constituted for the purpose of assisting in hotel development.

Airline - a national airline, Lesotho National Airways, was formed by the Government and Basutair, the local charter company. Operations were inaugurated on 2nd October 1967 for scheduled, twice-weekly flights by Lesotho Airways, between Maseru (capital of Lesotho) and Johannesburg and reciprocal flights by South African Airways began on 6th October 1967. An air service agreement between the two countries was finalised during 1968. Internal flights on a scheduled or charter basis are operated by Basutair to all major centres.

Roads - the Government is carrying out extensions and improvements to road-networks. Six new road projects are at present being undertaken and there are plans for a £30 million trans-Lesotho road, if supporting finance can be obtained from South Africa.

Resorts - no areas have been specifically developed for tourism although some facilities exist in the Oxbow area, at Maletsunyane falls and Makarakabei. Facilities for skiing, including instruction are available at Sani Pass where there is a small chalet. Maluti Treks have purchased snow-making equipment and regular skiing was expected to begin in the winter of 1969.

A team of Austrian experts on tourism recently visited Lesotho to study its tourism prospects. They recommended that by combining the complementary attractions of Lesotho with South Africa, a more comprehensive holiday could be offered to tourists from America and Europe - to the extent of justifying tours for travel groups by charter flights.

4. Government Participation

(i) Ownership or shares in hotels:

The Government does not own or hold shares in hotels, although it is likely to do so in the future. (The tourist camps at Marakabei (6 beds) and Maletsunyane (6 beds) are owned by the Government and leased to the local travel agency.)

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None, although the Lesotho National Development Corporation could participate through capital contribution.

- (iii) Income tax and other concessions on hotel income:
At present a new Pioneer Industries Bill is being drafted, this, however, would provide for elaborate tax concessions.
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:
None.
- (v) Provision of public funds for publicity purposes.
None.
- (vi) Government expenditure on infrastructure:
Apart from extensions to the Marakabei tourist camp costing R.5,000, the government has not yet made financial contributions specifically for the development of tourism. But general road development is, of course, helping to promote tourism by opening up previously inaccessible parts of the country.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Tourist Industry

Firstly, the establishment of the Department of Tourism and the appointment of a Director and staff. It is envisaged that the Department's duties will include - the collection of tourist statistics, inspection and improvement of hotels and other tourist facilities, the establishment of tourist information centres and of car-hire facilities, and the co-ordination of all Government departments involved in tourism; co-ordination of government policy with private business interests; advising government of appropriate legislation; publication and distribution of publicity material; liaison with domestic and foreign press on tourism matters; promoting of public understanding of tourism throughout Lesotho.

Malawi

Malawi's tourist potential depends largely on its unique Lake, whose pleasure resort possibilities are virtually unlimited, its superb mountain scenery and bracing highland climate, its angling and mountaineering facilities, and its small but developing national parks which offer a wide range of fauna to the viewer. Its strategic position on the continent of Africa is also of great importance, as is the innate friendly courtesy of its inhabitants.

1. Value and Extent of the Tourist Industry

Estimated number of tourist arrivals,	1968:	6,400
	1969:	6,800
	1970:	9,814
Foreign exchange receipts from tourism,	1968:	£160,000
	1969:	£180,000
	1970:	£238,939
As a percentage of foreign exchange earnings from services,	1968:	2.5%
	1969:	2.5%
	1970:	2.7%

2. Official Promotional Organisation

Tourism and hotels are the responsibility of the Ministry of Information and Tourism, whose Department of Tourism is the country's official tourism promotional organisation. The country also has a Tourism and Hotels Board which is advisory to the Minister of Information and Tourism.

The Department of Tourism evolved from the original Division of Tourism of the Ministry of Trade and Industry. The Division was formed in 1963 charged with the threefold task of (a) investigating the country's tourism potential, (b) preparing plans for its effective exploitation, and (c) producing tourism promotional material.

The country's tourism potential has been thoroughly investigated through a number of surveys, and comprehensive plans for its exploitation have been finalised and are in the process of implementation. On the score of tourism publicity, the Department produced the following items in 1970: a 50-page Holiday Guide, a Visitors' Fact Sheet, a Pictorial Guide, two maps, a poster, two windscreen stickers and an information wallet. The Department also maintained through the year its series of regular press features on Malawi holiday attractions; these have a wide circulation inside Africa. The Department also assisted commercial enterprises in the production of colour calendars, maps, postcards, slides, brochures and souvenirs.

The Department works closely with the Tourism and Hotels Board and, indeed, is closely associated with all Government effort that directly or indirectly has an effect on improving conditions for tourists visiting Malawi.

Abroad Malawi is represented tourism-wise by its twelve High Commission, Embassy, Consular and Government Representative offices, by the external offices of Air Malawi, the national airline, and by the Malawi Buying and Trade Agents in London.

3. Internal and Infrastructural Organisation

Communications, both by road and air, were improved during 1970. The country's extensive programme of road bituminization continued to be implemented and by the end of 1970 main tourist routes to the resort areas on Lake Malawi, in the main plateaux and to the national parks were either tarred roads or first-class gravel roads on a 32 ft. formation. This standard compares favourably with that of neighbouring countries.

Air communications have similarly been improved and extended. Externally Malawi is now linked by regular scheduled services to the United Kingdom, Europe, East Africa, the Far East, Rhodesia, Zambia, Mozambique, South Africa, Madagascar and Mauritius. Internally, the national airline operates scheduled flights to the mainland airports of Lilongwe, Mzuzu and Salima, using HS 748 turboprop and Viscount aircraft. Schedules to smaller air centres are provided by nine-passenger twin-engined aircraft and these and smaller aircraft are also available for charter. Chileka, the country's international airport near Blantyre, accepts Comets and VC 10s.

In the sphere of hotel accommodation major improvements have been effected. Standards of private sector hotels throughout Malawi have been raised following the introduction and implementation of appropriate hotels legislation, and one new private sector Lake-shore hotel was opened early in the year. In addition, the Government through the Malawi Development Corporation, a statutory body established by Government to assist in the promotion of the country's commerce and industry, has both built new hotels and acquired and improved existing hotels. The largest M.D.C. hotel is the 193-bed Mount Soche Hotel, which opened in February, 1969, to provide the City of Blantyre with accommodation at international level. In early 1970 was opened the 36-bed Nkopola Lodge, a holiday hotel on the Fort Johnston Lake-shore. The 36-bed tourist hotel, the Ku Chawe Inn, situated on the lip of Zomba plateau, was the first private hotel to be acquired, improved and extended by the M.D.C. This was followed by the acquisition of the 58-bed Lilongwe Hotel situated near the new capital site.

Game camp accommodation was considerably improved during the year and the country's chain of resthouses was also surveyed to enable planning to take place for their modernisation.

Training - The M.D.C. hotel chain is professionally managed and the management organisation provides Malawians with training both at home and overseas. The Department of Tourism acquired the services of a Hotel Staff Training Officer during the year to advise on appropriate training programmes for all local hotels.

Game Reserves - Malawi has three main National Parks, one in each region: Lengwe in the south, Kasungu in the Central Region and Nyika in the north.

4. Government Participation

- (i) **Ownership or shares in hotels:**
The Malawi Government owns no shares in existing private hotels. It has raised loans, mostly from the Commonwealth Development Corporation, with which to build new hotels and acquire existing hotels.
- (ii) **Financial assistance specifically available (e.g. loans and guarantees):**
Small loans are, in principle, available to hotel proprietors.
- (iii) **Income tax and other concessions on hotel income:**
The Income Tax Ordinance of 1963 provides for allowances on certain capital expenditure incurred by taxpayers on the construction and equipment of "industrial buildings" which are defined so as to include hotels as follows:-
- (a) **Initial Allowance** - in respect of capital expenditure incurred during the year of assessment on the construction of new industrial buildings or additions or alternations to industrial buildings and in respect of implements, machinery etc., used by the taxpayer for his trade.
- (b) **Annual Allowance** - in respect of capital expenditure on industrial buildings or implements, machinery, utensils etc., used by the taxpayer for the purpose of his trade, the value of which has been diminished by wear or tear.
- (c) **Investment Allowance** - equal to 10% of the cost of new and unused industrial buildings, plant or machinery intended for manufacturing purposes.
- (iv) **Import duty concessions on material and equipment for hotel and other tourist construction:**
The Customs and Excise Tariff provides for special low duty on crockery, cutlery etc., marked with the name of a hotel licensed under the Hotels Act of 1965.
Remission of duty may be granted on any goods imported for the purpose of the establishment of any industrial undertaking or enterprise (including a hotel) deemed by the Minister of Finance to be of national importance.
- (v) **Provision of public funds for publicity purposes:**
Virtually all the country's tourism publicity is financed by the Malawi Government.
- (vi) **Government expenditure on infrastructure.**
See section 3 above.

5. Action Taken During the Current Year

Air Malawi introduced its special all-in "Skylake" package tours from South Africa, Rhodesia and Zambia early in 1970 and achieved considerable success with this new method of marketing Malawi holidays.

Internal scheduled air services were improved by the acquisition of a second British Norman Islander. External scheduled flights to Europe and to territories within Africa were increased in number and the range widened.

Work continued on tarring the main tourist routes.

Regular hotel inspections were continued to implement the new hotels legislation and a marked improvement in the standards of private sector hotels resulted.

The M.D.C. opened its new Lake-shore hotel in Fort Johnston, the Nkopola Lodge, in early 1970. The M.D.C. refurbished and extended the two private sector hotels it had recently acquired: Ku Chawe on Zomba Plateau, and the Lilongwe Hotel.

Game camp accommodation was improved and extended and rest houses were surveyed for development in 1971.

A further survey of the country's tourism potential was initiated by a U.K. Government SCAAP team towards the end of the year.

The Tourism and Hotels Board met regularly to consider the country's tourism development generally and to advise the responsible Minister on this subject.

The Department of Tourism was expanded to keep pace with the country's developing tourism industry and its publications output increased.

Efforts were continued to encourage private investment in the field of hotel operation and considerable interest was shown by a number of concerns.

The Malawi Government initiated and hosted southern Africa's first Regional Tourism Cooperation Conference in August with the aim of accelerating regional tourism growth through cooperation. Delegates attended from Lesotho, Mauritius, Portugal (including Angola and Mozambique), South Africa and Swaziland. Delegates agreed that consultations should be held on all matters affecting regional tourism cooperation and that a Southern African Regional Tourism Council should be established. Further follow-up conferences were scheduled for 1971.

6. Future Plans for the Industry

The Government plans to continue to improve and expand its communications system, both by air and road.

Hotels legislation is to be extended to cover the operation of restaurants and to allow for the classification of hotels.

The Government plans to treble the number of hotel beds over

a three-year period at a cost of some £1 million.

Further improvements and extensions to game camp accommodation are to be made and the resthouse chain in the Central and Northern Regions is to be rationalised and improved.

A planned promotional campaign is to be undertaken in nearby territories on the Continent with a view to increasing significantly the flow of car and air tourists to Malawi. With this object in view, the Government will participate in exhibitions outside Malawi; will send high level delegations to tour nearby countries to meet press and travel trade representatives; will encourage private investment in the country's hotel industry; will participate in regional tourism conferences, hosting some; will undertake press advertising campaigns; will introduce air package tours; will increase the output and widen the scope of the tourism publications produced by the Department of Tourism; and will expand the Department to enable it efficiently to undertake its extended role in the above programme.

Malaysia

Malaysia's tourist potential lies in her position on most of the main round-the-world and around the Pacific sea and air travel routes and in its variety of scenery that ranges from eternal greenery, mountains, beaches, holiday islands, hill resorts and game parks to historic and refreshingly modern architecture.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals, (only those entering by air and sea at Kuala Lumpur, Penang and Port Swettenham)	1967: 1968: 1969: 1970:	42,775 50,662 53,229 53,069 (January- September)
Mainly from United States of America, United Kingdom, Japan, Australia and India.		
Foreign exchange receipts from tourism, (records of traveller's cheques, cashied in West Malaysian banks)	1967: 1968: 1969:	M\$ 25.8 million M\$ 26.2 million M\$ 23.49 million
(Bank records of traveller's cheques only)	1970:	M\$ 18.29 million (January-August)
As a percentage of total foreign exchange earning,	1967: 1968: 1969: 1970:	7.7% 6.0% 1.8% not available

2. Official Promotional Organisation

Department of Tourism within the Ministry of Commerce and Industry is the national tourist organisation of Malaysia.

Promotion - The Department serves as the national organ for publicising Malaysia abroad. Its marketing activities include advertising in magazines and newspapers mainly in United States, Australia, Europe and North Pacific; press publicity in the United States, Europe, Japan and Australia through the services of four publicity and public relations agencies in these markets; production and world-wide distribution of information publicity and merchandising publications and materials including films; participation in national and international fairs and displays and organising familiarisation tours for overseas wholesale tour operators and travel writers. Malaysia has an overseas tourist office in Singapore and the same functions are performed by Malaysian trade missions, the Department's Publicity and P.R. Agencies as well as Malaysia/Singapore Airlines Offices abroad.

Development - The activities of the Department extend to the planning, programming and management of development projects undertaken by the Federal Government and provision of technical assistance and advice on the facilities and amenities undertaken by State Governments and private sectors.

Liaison and Co-ordination - The Department maintains active liaison with the public sector in matters of facilitation, legislation, development projects and surveys that are likely to contribute to the development of tourism. At the same time it works in an advisory capacity in co-ordinating all tourist activities of State Governments and the private sector, and in ensuring that high standards of tourist services are maintained.

Assistance and Co-operation - Both financial and other support is rendered by the Department to the private sector in encouraging the establishment of tourist associations and in assisting the private sector in their local tourist promotional efforts and organisation of training courses for tourist guides and hotel and catering staff. The tourist associations co-operate with the Department in providing, where required, receptions and sightseeing tours for groups of important travel personnel.

Malaysia is a member of both I.U.O.T.O. and PATA.

3. Internal and Infrastructural Organisation

On state level - Nine of the thirteen states have established State Tourism Committees to assist State Governments in developing and improving tourist facilities in their respective States. Three maintain their own tourism bureaux with State Tourist Promotion Officers.

In the private sector - There are 12 regional Tourist Associations, 2 Tourist Guide Associations, 3 Hotels and Restaurants Associations, 1 Tour Operators Association and a Federation of Malaysian Tourist Associations (FOMTA) to which the regional tourist associations are affiliated. All are private organisations established by the travel trade circle in co-operation with the regional or local authorities. Six Tourist Associations maintain their own information centres. There are, at present, 133 tour operators/travel agents.

Hotels - There are 84 international class tourist hotels with a total of 8,118 beds. Hotels are regulated by local authorities.

Malayan Railway - Malaysia's national railway services West Malaysia as well as extension services to as far south as Singapore and as far north as Bangkok.

Malaysia-Singapore Airlines services both domestic and international air flights. M.S.A. connects Malaysia to Singapore, Brunei, Colombo, Madras, Manila, Taipei, Bangkok, Hongkong, Tokyo, Jakarta, Denpasar, Darwin, Perth, Brisbane and Sydney.

4. Government Participation

(i) Ownership or shares in hotels:

All hotels and restaurants are privately owned, Government is in the process of constructing, for

the first time, 2 motels under the 5-Year Development Plan.

- (ii) Financial assistance specially available (e.g. loans and guarantees):
Direct financial assistance is not available. However, the Malaysian Industrial Development Finance Ltd, which is a financing body set up by the Government to help in the development of industries, provides loans for the development of hotels and tourist resort complexes.
- (iii) Income tax and other concessions on hotel income:
Government has offered incentives to investors in luxury 1st and 2nd Class Hotels. This includes the granting of pioneer status; abatement of chargeable income for a period of 12 years; accelerated depreciation allowance and industrial building allowance.
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:
No concessions are available at the moment.
- (v) Provision of public funds for publicity purposes:
The Department of Tourism has been allocated M\$ 700,000 for marketing activities for 1970. Another M\$ 40,000 have been provided to assist local tourist associations and other organisations connected with tourism.
- (vi) Government expenditure on infrastructure:
Under the First Malaysia Plan (1966-1970), M\$ 2,053,074 million have been allocated to the Department of Tourism to implement 10 tourist projects.

5. Action Taken During the Current Year

In marketing, Department of Tourism intensified its activities by:

- (i) Inviting wholesale tour operators and prominent travel writers to Malaysia on familiarisation tours.
- (ii) Appointing four publicity and P.R. agencies in the U.S.A., London, Sydney and Tokyo to service the Department's activities in the American, European, Australian and Japanese markets.
- (iii) The production of a special news and feature folio for distribution to editors, travel trade and carrier journals to assist them with supplies of editorial copy.
- (iv) Commissioning a Hollywood film company to produce a new colour film on Malaysia, in four language versions viz. English, French, German and Japanese, for promotion in the respective markets.

In the development of Malaysia's visitor plant, work on the building of the Department's motel in Kuala Trengganu is almost completed. Plans for several of the other projects approved under the Five Year Plan were also finalised. Private sector development of hotels and resort areas was given a boost by Government's declaration of incentives.

Nine of the twelve tourist associations formed a Federation of Malaysian Tourist Associations (FOMTA) as a central forum for the private sector of the tourist industry.

In the effort to host the 1972 Pacific Area Travel Association (PATA) Workshop in Penang and Conference in Kuala Lumpur a PATA Planning Committee was formed to draw up a master plan. Members of the Committee are working actively to make the conference a real success.

6. Future Plans for the Tourist Industry

In order to cope with its future responsibilities the Department of Tourism will be reorganised, besides the Directorate, into three sections:

- (i) Marketing Section which will intensify and expand the Department's marketing programme particularly in the Japanese, Australian and European markets.
- (ii) International and Regional Organisation and Training Section which will work closely with international organisations such as the I.U.O.T.O. in producing inventories on visitor plant development requirements and will provide more comprehensive technical information to the private sector in Malaysia to assist the sector in the development of visitor facilities and amenities, and institute courses of training to be accorded to the travel trade personnel.
- (iii) Planning and Services Section which will be responsible for the implementation of Government policies such as those connected with the granting of incentives; the proper management and control of Government funds and oversee the many organisations that have been established within the last 12 years such as the State Tourist Associations, Hotel Associations, Tour Operators Associations, Transportation Associations, Historical and Cultural Societies and advise Government in evolving policies as well as in implementing their various programmes.

The functions of the former Development Section of the Department will be undertaken by the Tourism Development Corporation which will be established in 1972.

The Corporation will take over the Federal Government's development projects, establish new projects as well as manage them.

This Corporation will investigate and find ways and means of improving tourist resorts and facilities; the registration, supervision and control of hotels and other accommodation and tour operators; the preservation and utilisations of tourist resources to the best advantage.

The Corporation will also look into the organisation of cultural and sporting events for tourists and for improving the quality of souvenirs which are now offered to tourists.

Government's new industrial policy of stimulating all types of industries to create additional employment opportunities will greatly assist in the development of the tourist industry in the coming years.

Malta

The Maltese islands (Malta-Gozo-Comino) derive their major tourist potential from: (a) an advantageous geographical position, situated as they are virtually in the centre of the Mediterranean; (b) their easy accessibility by air or sea from a vast European tourist market; (c) a very equable climate, with very warm summers and mild winters; (d) the attraction of the sea with the multifarious activities it provides; (e) the wealth of archaeological remains; and (f) their renowned history.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967:	97,519
	1968:	136,995
	1969:	186,084
	1970:	170,853

Mainly from the United Kingdom, Italy, United States, Germany and Scandinavian countries. An appreciable number of visitors from Sweden has been registered during 1970.

Foreign exchange receipts from tourism,

1967:	£4.9 million
1968:	£8.2 million
1969:	£11.2 million
1970:	£12.1 million

As a percentage of total foreign exchange earnings,

1967:	12.12%
1968:	16.7%
1969:	not available
1970:	not available

2. Official Promotional Organisation

The Malta Government Tourist Board, under the jurisdiction of the Ministry of Education, Culture and Tourism, is the organisation responsible for the promotion of tourism in Malta.

The main functions of the Board are to do all things necessary to encourage tourists to visit Malta and to investigate, formulate and carry out schemes, by means of advertising or otherwise, which are calculated to bring the attractions of Malta as a tourist resort to the notice of people in other countries.

Tourist development activities, previously falling under the competence of the Tourist Board, became the responsibility of the Malta Development Corporation with effect from 1st May, 1968. During 1970, the Corporation approved one hotel project which will provide additional accommodation for

348 visitors.

Maltese diplomatic missions and consular representatives abroad co-operate with the Tourist Board in the diffusion of tourist information in their respective regions or areas.

Facilitation:

(a) Citizens of the Republic of Austria, Kingdom of Belgium, Republic of Cyprus, Kingdom of Denmark, French Republic, Federal Republic of Germany, Greece, Icelandic Republic, Ireland, Italian Republic, Grand Duchy of Luxembourg, Kingdom of the Netherlands, Kingdom of Norway, Kingdom of Sweden, Switzerland, Turkish Republic and United Kingdom of Great Britain and Northern Ireland require only a valid passport or a valid official identity card to enter Malta for a stay not exceeding three months.

(b) Citizens of the Commonwealth countries, Finland, the Libyan Republic, Liechtenstein, Monaco, Portugal, Spain, the United States of America, Uruguay and Vatican City require a valid passport for a stay not exceeding three months.

(c) For nationals of countries not included in (a) or (b) above a valid passport with visa is required. Requests for a visa should be addressed to the Maltese diplomatic missions abroad. However, for countries where there is no Maltese diplomatic representation, a request for visa should be made to the nearest Consulate of the United Kingdom.

Entry and departure formalities in Malta are very simple. It is the Tourist Board's policy, however, to continue to advise on the streamlining of procedures as suggested from time to time by the International Union of Official Travel Organisations (IUOTO).

3. Internal and Infrastructural Organisation

Accommodation - During 1970, nine new hotels, comprising 386 beds, were opened, bringing the total of hotel beds available at the end of 1970 to 8,448. Accommodation in serviced villas and flats is estimated at 6,000 beds. During 1970, the Malta tourism plant has been further augmented by the establishment of more restaurants, night-spots, sports centres and other entertainment facilities.

Resorts - Malta's Yachting Centre continued to increase in importance and size. The quays can now accommodate 320 yachts and basic facilities were improved.

4. Government Participation

(i) Ownership or shares in hotels:

Nil

(ii) Financial assistance specifically available (e.g. loans and grants):

Grants were made by the Malta Government from funds provided by United Kingdom aid. These

sums (to nearest thousand) were:

1966:	£557,000
1967:	£650,000
1968:	£650,000
1969:	£600,000
1970:	£202,000

Grants are awarded as follows:

- (a) For hotels with over 300 beds at 33¹/₃% on capital investment costs or £580 per bed whichever is the lower.
- (b) For hotels under 300 beds at 20% of construction costs including fixed equipment or £350 per bed whichever is the lower.
- (c) The minimum size of hotel for which grants are made is 40 double rooms.

In addition, duty-free importation of construction material, equipment and hotel furnishings is permitted.

Government-owned land, previously offered at non-commercial rates for tourist resort projects, is now offered for development on the basis of open competition.

- (iii) Income tax and other concessions on hotel income:

A tax holiday for the first ten years of operation is granted to hotel concerns by the Maltese Government .

- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:

Duty concessions, under the third schedule of the Import Duties Act, 1964, are designed to give as much opportunity as possible to restaurateurs and hoteliers to equip their establishments to modern standards and thus provide better services to visitors.

- (v) Provision of public funds for publicity purposes:

In 1970, £230,000 was made available by the Government to the Malta Tourist Board for advertising, publicity and promotion purposes.

- (vi) Government expenditure on infrastructure:

In 1970, a provision of £375,000 was made by the Government for the servicing and improvement of resort sites including water works, telephones, roads and sewers, electricity and gas.

5. Action Taken During the Current Year

In consonance with the Tourist Board's policy to diversify the market, initial advertising campaigns were mounted in Germany and Scandinavia. Results achieved were encouraging. For the past ten years the main visitor supply sources was the United Kingdom.

The Board has also intensified its activities towards establishing the island as a convention venue, especially in the off-peak months.

With a view to strengthening the image of Malta, as an ideal meeting place for convention and important international events, the Tourist Board has sponsored two annual events, namely, the "International Malta Air Rally" and the "Middle Sea Race". This has also enhanced the number and variety of Malta's calendar of events.

Following the increase of off-season tourist traffic, steps were taken to initiate a beach cleaning scheme on a year-round basis.

6. Future Plans for the Tourist Industry

The general and broad plans for the next five years are: (a) to continue to narrow the gap between peak and off-peak seasons with the main aim of making Malta an all-the-year-round destination area; (b) to diversify and broaden the scope of the 'product' Malta is currently offering; (c) to intensify the diversification of the tourist market.

With the above aims in view, it is envisaged that by 1974, the total bed availability will have reached the 15,000 mark and tourist arrivals in excess of 300,000 by the end of December during the same year. If these targets are realised they will yield a gross foreign exchange income of £24 million (high forecast) or otherwise a minimum of £20 million (very low forecast).

Mauritius

The tourist potential of the island depends on its sub-tropical maritime climate, its lush vegetation and scenery, its mountains and crater lakes and the beaches, lagoons and coral reefs which surround the island. There are abundant facilities for swimming, sailing, deep-sea fishing and other aquatic sports.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,

1966:	13,040	(excluding passengers in transit)
1967:	14,814	(" " ")
1968:	15,553	(" " ")
1969:	20,587	(" " ")
1970:	29,000	(provisional)

The majority of tourists come from French residents or Technical Co-operative personnel in the neighbouring islands of Reunion and Madagascar. The remainder come largely from South Africa and the United Kingdom. About 85% of the passengers come by air, the remaining 15% come by sea. They tend to spend their whole holiday in Mauritius.

Foreign exchange receipts from tourism,

1967:	15 million Rupees
1968:	15.5 million
1969:	20.5 million
1970:	29 million (provisional)

As a percentage of total foreign exchange receipts,

1967:	3.5%
1968:	3.0%
1969:	4.8%
1970:	(not available)

2. Official Promotional Organisation

The Mauritius Government Tourist Office was set up in January, 1959 with the purpose of developing the tourist potential of the island and expanding the tourist industry in the interest of economic development. The Office is answerable to the Ministry of External Affairs, Tourism, and Emigration. A Tourist Advisory Board, whose function is purely consultative, advises the Ministry and the General Manager of Tourist Office on all matters concerned with tourism.

The members of the board comprise representatives of air and shipping companies and of official and private organisations concerned with the tourist industry.

Within Mauritius, the Tourist Office makes use of press and broadcasting services to stimulate interest in the industry and to underline the industry's importance as a foreign exchange earner.

Overseas Representation - there is no external organisation, although Mauritius is a partner in the Alliance Touristique de l'Océan Indien, designed to promote the tourist industries of Mauritius, Reunion, Madagascar and the Comores Island as a whole. Its first meeting was held in May, 1966. The Government Tourist Office prepares printed pamphlets and booklets on tourist attractions for distribution at home and abroad. The Office also promotes air tourism to the island by co-operating in joint publicity ventures with airlines e.g. it has carried out joint publicity with B.O.A.C., Qantas and Central African Airways. The Mauritius diplomatic missions in London, Paris, Washington, New Delhi and Islamabad (Pakistan) also distribute tourist publicity and information material to potential tourists.

Facilitation - the Government Tourist Office provides facilities for visiting journalists and travel writers. Further action taken by the government to encourage the industry includes the relaxation of controls on importation of Mauritius currency by visitors, duty exemption on cameras and accessories, fishing and under-water equipment, and the abolition of written declaration of goods to Customs by passengers. Road Traffic Legislation was amended but allows visitors with International Driving Licences to drive on the island.

3. Internal and Infrastructural Organisation

Tourists stay at hotels and boarding houses. There are 624 hotel beds and private accommodation provides a further 200 beds (June 1968). In the forthcoming two years a thousand more hotel beds will be made available. Progress in hotel development is being helped by the provision of loans through the Development Bank of Mauritius. New hotels are being built at Trou aux Biches, at Coromandel, in Port Louis and at Le Morne and plans are being considered for new hotels at Curepipe and Port Louis. So far no training facilities are provided, an I.L.O. expert is now in Mauritius to help start an Hotel Training and Catering School upon a joint financial venture by the U.N.D.P. and Government of Mauritius.

The inter-isle organisation known as the "Alliance Touristique de l'Océan Indien", referred to above, was established with a view to setting up a common programme so as to offer to visitors to this area a variety of tourist entertainment on widely different patterns by making full use of the varied attractions of the four islands. It is now running into its fourth year, the General Manager of the Mauritius Government Tourist Office having resumed his duties, after his services had been loaned, as General Secretary/Treasurer, by the Mauritius Government for the past two and a half years to help start off the Association on its feet.

Plaisance International Airport has been reinforced and recently extended to 8,500 feet to enable it to take modern jet aircraft. Extensions and improvements to the terminal building, to raise the level and scope of facilities, is also being undertaken. Mauritius is now served by seven major air services - BOAC, Air France, Qantas, South African Airways, Air India, Zambia Airways and Lufthansa.

Efforts have been made in the past few years to attract more tourists particularly by air, from the African mainland and Europe; e.g. there is growing popularity of package tours arranged by Messrs. Houlder Brothers

from London for instance. There have also been visitors by chartered aircraft and this appears to be a promising means of providing cheaper travel which is currently a handicap due to the island's remoteness.

4. Government Participation

- (i) Ownership or shares in hotels:

None.

- (ii) Financial assistance specifically available (e.g. soft loans and guarantees):

The Government has shown considerable interest in the hotel industry by the provision of loans amounting to Rs1,400,000 from 1961 to 1963. As from 1964, loan funds to industry have been channelled through the Development Bank of Mauritius which is now in course of investing up to Rs.6 million by way of loans and equity in hotel development.

- (iii) Income tax and other concessions on hotel income:

None.

- (iv) Import duty and other concessions on hotel and other tourist construction:

The Government grants exemption from customs duty on hotel equipment for approved establishments.

- (v) Provision of public funds for publicity purposes:

To boost promotional publicity in the field of tourism the sum of Rs917,000 has been provided in the 1966-70 Public Section Development Programme.

- (vi) Government expenditure on infrastructure:

The Government in carrying out its general development programme, has improved airport facilities, roads etc., all of which aid tourist development; it does not however provide infrastructure specifically for tourism.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Industry

Not available at time of publication.

New Zealand

New Zealand's tourist potential depends largely on the variety of its scenic attractions. The mountains, glaciers, fiords, forests, snow fields and winter sports areas, hot springs and geysers of the thermal regions, beaches, the customs and entertainments of the Maori people, all combine with a temperate climate to provide New Zealand with a wide range of attractions.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals, (other than cruise/passenger ships, etc.)	1967: 115,736 (excl. intransit visitors)
	1968: 126,329 (" " ")
	1969: 140,753 (" " ")
	1970: 170,760 (" " ")
Foreign exchange receipts from tourism, (excluding fares)	1967: NZ\$15.3 million
	1968: NZ\$19.9 million
	1969: NZ\$23.8 million
	1970: NZ\$29.9 million
As a percentage of total foreign exchange earnings (current account)	1967: 1.9%
	1968: 1.8%
	1969: 1.6%
	1970: 1.7%

(Tourism is the fifth largest source of overseas exchange earnings.)

2. Official Promotional Organisation

Tourist and Publicity Department - consists of a Tourist Division and a Research and Development Division responsible to the Minister of Tourism, and a Publicity Division responsible to the Minister in Charge of Publicity. The Tourist Division has three branches:-

- Travel Services - responsible for Tourist Bureaux at home and overseas (where they are Travel Commissioner Offices).
- Tourist Promotion - responsible for tourist advertising, publicity and promotional activities overseas.
- The Research and Development Division - responsible for investigational and advisory work for specific developments for the tourist field and for statistical and research work in New Zealand and overseas.

Travel Commissioners, of the Tourist Division of the Department, are located in Sydney, Melbourne and Brisbane, San Francisco, Los Angeles, New York and London. An Honorary Representative is located at Durban, South Africa. Elsewhere abroad the Department is represented by the New Zealand diplomatic, consular and trade representatives.

The Publicity Division consists of four sections:-

Information Section - which provides editorial and public relations services for the Government and initiates and supplies New Zealand publicity for use within the country and overseas.

Overseas Information Section - prepares background and other material for distribution to Government posts and to news agencies overseas. Organised activities by New Zealanders overseas such as trade missions, exhibitions, etc., are supported, as are visiting publicists to New Zealand.

The National Publicity Studios - combine displays and material for a wide range of publications and exhibitions, fairs, etc,

The National Film Unit - makes films for tourist publicity purposes. These are distributed widely overseas.

3. Internal and Infrastructural Organisation

Tourist and Publicity Department -

This is the national tourist office of New Zealand. It maintains seven offices in New Zealand and seven abroad. The Department provides a complete travel agency service within New Zealand, undertakes tourist publicity and promotion abroad, maintains a Research and Development Division to assist the administration of the Government Loans and Guarantee Scheme for new hotels and also for the development of resorts, maintains the National Film Unit and the National Publicity Studios, maintains an Overseas Information Section, provides representation for New Zealand in official international tourist organisations and, as the National Tourist Office, co-operates with all elements of the tourist industry in New Zealand.

New Zealand Travel and Holidays Association - is a non-profit making organisation representing private travel interests in New Zealand. The Tourist and Publicity Department is represented on the Executive and Board of the Association.

The aims of the Association are: to greatly increase the number of overseas visitors to and through New Zealand; to assist in every way the improvement of tourist accommodation, catering, transport, entertainment and other amenities within New Zealand; to make the New Zealand public more conscious of the value of tourism; to foster among New Zealand residents the practice of travel and holidaying in New Zealand.

The Association acts as a co-ordinating body for the private sector of the tourist industry.

South Island Publicity Association - its interests include such matters as tourism, new industries, airports, immigration and national and civic development. Over the years, the Association has produced a considerable number of guide books for distribution within New Zealand and overseas.

New Zealand National Airways Corporation - is the State owned domestic airline.

Tourist Hotel Corporation - is a State corporation which operates a chain of thirteen first-class hotels in major scenic areas. Government policy has been for the Corporation to provide high standards of tourist accommodation in those places where private enterprise finds investment least attractive.

4. Government Participation

(i) Ownership or shares in hotels:

See Tourist Hotel Corporation above.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

The New Zealand Government is making available up to NZ\$7 million by way of loans and a further NZ\$10 million by way of guarantees, to assist in financing new hotels, motor-hotels and new extensions to existing accommodation. The scheme is designed to assist private enterprise to establish and/or develop accommodation of high standard with, where appropriate, associated amenities. The emphasis on the whole scheme is to provide suitable facilities to meet the overseas tourist trade.

(iii) Income tax and other concessions on hotel and other tourist income:

Expenditure on certain overseas tourist promotion by non-Governmental organisations enjoys a tax incentive. Claims are allowable for expenditure on advertising overseas, the bringing of recognised travel agents to New Zealand, official trade or tourist missions and tourist market research overseas.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

None.

(v) Provision of public funds for publicity purposes:

Allocation for the Tourist and Publicity Department was NZ\$6.7 million for the financial year 1970/71.

The Government subsidises the New Zealand Travel and Holidays Association on a \$1 for \$1 basis on all contributions received by it, up to the level of NZ\$20,000 in any one year.

(vi) Government expenditure on infrastructure :

The Tourist Accommodation Development Committee consisting of representatives of the Tourist and Publicity Department, Treasury and State Advances Corporation, considers applications and makes recommendations to the Government which has approved loans amounting to NZ\$3.4 million and guarantees of NZ\$7.8 million from a total of NZ\$17 million made available for tourist hotel projects.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Tourist Industry

Further development along established lines.

Nigeria

Nigeria's tourist potential rests on the wide variety of the traditional life of the country as well as scenic variety, sunshine, warm climate and wild game at Yankari. The North is the centre of some ancient cultures and at Lake Chad there is game hunting and fishing. The South has its share of ancient culture (Benin is 1000 years old) and the superlative bronze heads of Ife, with the traditional brass and carving at Benin.

1. Value and Extent of Tourist Industry

Number of tourist arrivals,	1966:	16,878
	1967-1970:	not available

The drop of some 5,000 visitors between 1965 and 1966 was due to the circumstances prevailing in the country during that year. Visitors came mainly from other African countries.

Foreign exchange receipts from tourism,	1966:	£1.5 million
	1967:	£1.3 million
	1968-1970:	not available

As a percentage of total foreign exchange earnings,	1966:	0.5%
	1967:	0.5%
	1968-1970:	not available

2. Official Promotional Organisation

Nigerian Tourist Association under the jurisdiction of the Federal Ministry of Trade is the organisation concerned with tourism development in Nigeria. The Association is a non-profit making organisation structurally based on the lines of the British Government supported British Travel Association, which has helped the Association by advising on organisation.

(It should be noted that the following is a description of the functions which the Nigerian Tourist Association is intended and empowered to carry out, but current activity is limited by finance).

The functions of the Association include tourist promotion through publicity and advertising abroad; co-ordination of all tourist promotional and development activities official as well as private; stimulation of all national activities likely to contribute to tourism development; development of tourism programmes and policies; promotion of tourism consciousness amongst the people; encourage domestic, social and youth travel; carry out

* Information largely unrevised since June, 1968 as further up-to-date information on Nigeria was not available at time of publication.

study and research in the field of tourism, including preparation of an inventory of the country's tourist potentials; elaboration and application of regulations governing the various sectors of tourism and representation and participation in the work of international and regional tourist organisations.

Publicity activities include the preparation and distribution of information literature; production of tourist publicity films; preparation and organisation of advertising programmes on press, radio media; participation in joint publicity campaigns in collaboration with the private sector of the tourist industry (e.g. carriers, hoteliers, tour operators) at both national and international levels and organises familiarisation trips for journalists etc., for promotional ends.

It provides up-to-date information on tourist facilities in Nigeria for international bodies such as the Alliance International de Tourism (AIT) and the World Touring and Automobile Association.

The Nigeria Tourist Association has not yet established offices or representatives overseas but co-operates fully with the Nigerian diplomatic and consular representatives abroad for distribution of tourist material at Embassies and High Commissions.

It represents Nigeria at international tourist conferences in the sole capacity as the national travel organisation.

The Association takes action with a view to abolish, relax and simplify entry and departure formalities; for example, it is now possible for British consuls in some European countries to issue visas to tourists for stays up to one month, without previous reference from the Federal Government of Nigeria. It takes action with the responsible authorities of Nigeria to encourage adhesion to international conventions in favour of tourism and the application of their provisions; also promotes measures for the provision of services for tourists at entry point (e.g. information offices, money exchanges, duty free shops, etc.). It will not of itself be responsible for the development of any local amenities or attractions. It seeks to develop the flow of tourists inside and into Nigeria so that local investment in the development of tourist attractions and amenities is rewarded.

3. Internal and Infrastructural Organisation

Nigerian Railway Corporation now co-operates with Nigerian Hotels Ltd., in order to enhance catering facilities offered by the company on railway and air services.

The Tourist Association establishes and runs regional tourist offices within the country and has established and financed other regional tourist offices in co-operation with other regional, provincial, municipal and local authorities. It supervises, controls and co-ordinates the activities of tourist associations and clubs.

Resorts - apart from interests of the main cities of Kano, Lagos, Ibadan and Enugu, Nigeria has resorts at Jos in Northern Nigeria and at the Obudu cattle ranch. At Lake Chad there is game hunting and fishing, but no amenities are provided.

4. Government Participation

(i) Ownership or shares in hotels:

The Federal Government owns one of the major hotels in the Federal capital. In the regions, the majority of hotels are owned and managed by the various Regional Governments.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

The former Regional Governments financed entirely such projects as the Yankari Game Reserve, the Obudu Cattle Ranch and all other forms of development to date including of course, the catering resthouses. The total amount involved is not known.

(iii) Income tax and other concessions on hotel income:

The hotel industry is treated as a pioneer industry under the Industrial Development (Income Tax Relief) Ordinate.

(iv) Import duty concessions on material and equipment for hotel construction:

The Association cannot grant exemptions from customs charges on equipment for the hotel and tourist industries. It can only press for action by the Customs and Excise authorities.

(v) Provision of public funds for publicity purposes:

Budget for total tourist expenditure in 1966/67 was £23,000 (latest figure available).

(vi) Government expenditure on infrastructure:

The amount is considerable since infrastructure covers roads, services and communications which involve considerable expenditure. This is not directed specifically to tourism, but its value to tourism is obvious, as facilitating the flow of movement, ease of making necessary arrangements and providing essential services. Under the national development plans, a very high rate of spending is devoted to such services.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Industry

Not available at time of publication.

Pakistan

Pakistan's tourist attractions lie largely in its archaeological sites, historical cities and monuments and collection of ancient art in its museums. Pakistan has also to its advantage a variety of scenic beauty because of the geographically diverse areas that lie within its boundary. For instance the Himalayas and the Hill Resorts and the plains of West Pakistan contrast magnificently with scenic beauty of forests and reserves of wild life and lush tropical greenery of East Pakistan. Though politically young, historically Pakistan is one of the oldest countries of the world. Here evidence of civilization has been found along the Indus Valley dating back to 3000 B.C. The successive waves of invaders including the Aryans, the Greeks, the Persians, the Parthians, the Kushans and the Mughals left the mark of their culture on the land and people of Pakistan. Fascinating archaeological sites at Moenjodero, Taxila, Mainamati, the historic Khyber Pass, grandeurs of Mughal architecture in Lahore, sunny beaches in Karachi and Cox's Bazar and exotic food are some of the other tourist attractions of Pakistan.

A 20-year prospective Master Plan (1965-85) for the development of tourism in Pakistan was prepared and approved in 1965.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967:	89,441
	1968:	97,392
	1969:	111,153
	1970:	85,446 (January-September)
Estimated tourist arrivals from October to December,	1970:	36,554

Note: The above figures do not include Indian nationals. Tourists came mainly from the United Kingdom, United States of America, Afghanistan, Germany and Japan.

Foreign exchange receipts from tourism,	1967:	Rs.118.7 million
	1968:	Rs.128.9 million
	1969:	Rs.147.3 million
	1970:	Rs.112.1 million (January-September)
Estimated earnings from October to December 1970,		Rs.49.5 million
As percentage of total foreign exchange receipts,	1967:	4.1%
	1968:	4.3%
	1969:	4.8%
	1970:	4.6% (including estimated earnings from Oct.-Dec.70)

2. Official Promotional Organisation

With the establishment of the Pakistan Tourist Development Corporation last year the Department of Tourism has been abolished and instead a Cell has been created within the Aviation and Tourism Division of the Government. The division of functions between the Tourism Cell and the P.T.D.C. is explained in the following paragraphs:-

Tourism and Aviation Division (Tourism Cell) :

- (a) Formulation of development plans and preparation of feasibility reports for tourist projects during Five Year Plans.
- (b) Collaboration with various Government, Semi-Government and private organisations for the implementation of the touristic projects.
- (c) Collection and analysis of tourist statistics and research in tourist trends and markets.
- (d) Training of tourist trade personnel in Pakistan and abroad.
- (e) Relaxation of frontier formalities to ease travel to Pakistan.
- (f) Provision of incentives to private sectors for development of tourist industry.
- (g) Liaison with foreign national tourist organisations as well as I.U.O.T.O. and entering into tourism agreements with foreign countries.
- (h) Such regulatory functions as may be entrusted by central or provincial Governments of the tourist industry.

Pakistan Tourism Development Corporation :

The establishment of the Pakistan Tourism Development Corporation is a bold step for the growth of the tourist industry in the country. It has been set up primarily to develop the commercial aspects of international tourism and includes provision of standard accommodation, transport and other ancillary facilities. The Government have also authorised this organisation to undertake tourist publicity at the national level within the country and abroad.

Government participation in the Pakistan Tourism Development Corporation is to the tune of 25 per cent of its equity capital. An amount of Rs.20 million has been provided to this establishment as a long-term loan. All the commercially run establishments and vehicles previously held by the Department of Tourism have also been transferred to it.

The functions of the P.T.D.C. are briefly as follows:-

- (a) To promote and develop the tourism industry in Pakistan and to carry on the business connected therewith, in Pakistan and abroad.
- (b) To acquire, design, establish, construct and run hotels, motels, restaurants, cafes, refreshment rooms, rest houses, camping sites, sports fields, skiing runs, facilities for water skiing, hunting lodges, clubs, cinemas, theatres, casinos, amusement parks, aquariums, holiday resorts and places of interest and entertainment of all kinds to tourists.
- (c) To launch publicity campaigns at home and abroad through various information media to publicise Pakistan and facilities available in the country in order to attract tourists.
- (d) To deal in the purchase and sale of novelties, and also to establish and run handicraft shops.
- (e) To establish a travel agency or work as agents for railways, shipping companies, airlines, waterways, road transport etc, organise group tours and establish branches in Pakistan and abroad.
- (f) To own and run road and water transport vehicles for purposes of conducted sight-seeing tours.
- (g) To promote and develop Pakistani dance and other cultural arts to attract tourists.
- (h) To form, incorporate or promote companies in Pakistan or elsewhere with the object of carrying on or expanding, or otherwise promoting and assisting the business of the Corporation or other allied business, and if necessary to manage, control, invest in, and assist the said companies.
- (i) To provide information services at home and abroad.
- (j) To seek membership of international tourist organisation such as ASTA, PATA and I.U.O.T.O. etc.

3. Internal and Infrastructural Organisation

The names of the associations and organisations representing the private sector are as follows:-

- (i) Pakistan Hotels, Restaurants and Clubs Association.
- (ii) Pakistan Travel Agents Association.
- (iii) International Airlines Facilitation Committee.

There does not exist any legislation for controlling the activities of these Associations. However, some supervisory control is exercised by the Government when the interest of the State is involved.

Hotels - Five thousand hotel beds were available in the country in 1965. With the commissioning of the Intercontinentals at Karachi (306 rooms), Dacca (306 rooms), Rawalpindi (200 rooms) and Lahore (200 rooms) as well as other first class hotels built in these places and in Islamabad and Chittagong, the number of hotel-beds available in the country by 1970 increased to 9,000. To meet the increasing requirements of tourist accommodation, during the Fourth Five-Year Plan (1970-75) major schemes have already been initiated by the private sector. These include P.I.A. Hotels (851 rooms), Pakistan Tourism Development Corporation Hotels and Motels (450 rooms), Intercontinental Hotels of the Pakistan Services Ltd (550 rooms). These projects are in addition to second and third category hotels which will be built all over the country by the private sector.

Airlines - Pakistan International Airlines Corporation the national carrier, have opened routes linking Afghanistan, the Peoples Republic of China, the U.S.S.R., Italy, West Germany, Switzerland, France, U.K., Turkey, the Lebanon, U.A.R., Iran, Iraq, Saudi Arabia, the Netherlands, Burma, Kuwait, Nepal, Kenya, Doha, Dubai, Bahrein, Qatar, Thailand, the Philippines, Japan and Albania with Pakistan. P.I.A. also operate a net-work of internal services in East and West Pakistan, linking almost all important cities, archaeological and historical sites and other tourist resorts. P.I.A. has introduced a number of adventure tours from U.S.A., Continent, Far East, Gulf areas etc, to the ancient lands in modern comfort.

P.I.A. has also started operating STOL (short take-off and landing) aircraft connecting places of tourist and historical interest in Pakistan.

4. Government Participation

(i) Ownership or shares in hotels:

Government does not have any direct ownership or shares in hotels.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

Government indirectly helps the private sector by advancing loans from semi-Government financing institutes like Pakistan Industrial Credit and Investment Corporation, Industrial Development Bank of Pakistan, and these institutions also undertake guarantees for re-payment of foreign exchange loans to private parties.

(iii) Income tax and other concessions on hotel income:

The Government of Pakistan has declared hotels as industrial under-takings for tax purposes. It has been decided that hotels set up in Pakistan on or after the 1st January, 1960 will qualify for the tax holiday.

- (a) Tax holiday - a tax holiday will be granted to the hotels, motels and tourist clubs for the following period:-
 - (i) 5 years all over Pakistan.
 - (ii) 10 years in specified places of tourist interest located in areas otherwise granted.
- (b) Tourist rate of exchange - the Government of Pakistan has introduced the tourist rate of exchange for providing incentive to the tourists on one side and tourism industry on the other. Foreign exchange imported by tourists is allowed a bonus of 45 per cent.
- (c) Investment allowance - rebate on income is allowed to investors in P.T.D.C. projects or those in which there is sufficient P.T.D.C. participation.
- (d) Exemption from import duty and sales tax - total exemption from import duty and sales tax is granted on initial imports of capital goods for hotels.
- (e) Duty-free shops - duty free shops would be set up on all major international airports, seaports and points of entry or exit on land routes. Sales will be made to tourists against foreign exchange on departure from Pakistan under existing regulations.
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:
See (iii) above.
- (v) Government expenditure on infrastructure:
Estimates of expenditure for the Third Plan (1965-70) on development schemes included:-

Hotels	Rs.219 million
Transport	Rs. 17 million

Other development (restaurants, amusements, souvenir shops, parks and gardens etc.)...Rs. 54 million

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Industry

Allocations for tourism sector during the Fourth Plan Period (1970-75) are tentatively as follows:-

Private Sector	Rs.600 million
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The rationale of tourism development planning during the Fourth Plan (1970-75) will be as follows:-

- (a) Consolidation of the tourist facilities in the already established tour circuits in the country;
- (b) Creating tourism consciousness within the country; and
- (c) Offering of incentives to the private sector and foreign capital for investment in the fields.

The main objectives of the Fourth Plan are:-

- (a) To develop additional facilities for accommodation and transport in the tour circuits in Pakistan.
- (b) To create "hospitality" and goodwill attitudes within the country for foreign tourists.
- (c) To promote youth tourism.
- (d) To cater for recreational facilities for foreign and domestic tourists by exploiting the cultural heritage of the country and modern methods, keeping in view the limited resources available in the public sector.
- (e) To project the touristic image of Pakistan in the international tourist market areas.
- (f) To conduct market research and surveys to determine the tourist demands and requirements, viz, the supply.
- (g) To facilitate visits to Pakistan by foreign tourists through liberalising frontier and customs formalities etc. and by opening up potential tourist areas.
- (h) To ensure co-ordination at the various levels for tourism planning and its implementation.
- (i) To undertake preparation of feasibility studies for developmental planning of touristic areas.

Sierra Leone

Sierra Leone's tourist potential depends on its pleasant beaches which extend along the 21 mile Freetown Peninsular; its deep-sea fishing at Shenge and Sherbro; its exotic mountain scenery from which Sierra Leone derived its name and the colourful costumes and dance forms of its people including the Sierra Leone National Dance Troupe.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967:	3,050
	1968:	6,100
	1969:	7,150
	1970:	4,150

Mainly from the United States, United Kingdom, France and U.S.S.R.

Foreign exchange receipts from tourism,

1968:	0.66 million leones (I.M.F.)
1969:	0.42 million leones (I.M.F.)
1970:	not available.

As a percentage of total foreign exchange earnings,

1968:	0.73% (I.M.F.)
1969:	0.40% (I.M.F.)
1970:	not available.

2. Official Promotional Organisation

The Sierra Leone Tourist Board, a statutory body was established recently to develop the tourist industry in Sierra Leone. Its members represent both the public and private sectors of the industry.

The functions of the Board are promotional and also to organise the tourist industry within the country. The Board has not yet established tourist offices abroad. At present, diplomatic and consular officials overseas represent Sierra Leone's tourist interests.

Facilitation - action is normally taken to facilitate entry and departure formalities. A tourist information office is available and also transit halls at entry points.

The Tourist Board is not yet a member of any international or regional tourist organisations.

3. Internal and Infrastructural Organisation

There are several private tour operators e.g. Aureol Travel Agencies Ltd., Freetown Travel Agencies, Sierra Tours, and Yazbeck

Tourist Bureau which organise tours around the coast and to the interior.

Hotels - The Tourist and Hotels Board facilitates the construction of new hotels and the improvement of existing ones. At present (June 1971) there are two first-class hotels in Sierra Leone providing 250 beds and four second-class hotels providing approximately 130 beds. New first-class motels have been built at Lungi Airport with 60 beds.

Airlines - Freetown International Airport (Lungi) is served by Sierra Leone Airways the national carrier, Ghana/Nigeria Airways, British United Airways, Union De Transport Aeriens (UTA), Middle East Airlines, K.L.M. Royal Dutch Airlines, Air Afrique, United Arab Airlines, Air Guinea, Air Mali, Interflug Airlines, Czechoslovak Airlines and Swiss Air.

There is a once weekly non-stop VC 10 service from London/Freetown/London operated by Sierra Leone Airways. Two services run by British United Airways are the BAC 1-11 service London/Lisbon/Las Palmas/Bathurst and Freetown returning by the same route and the VC 10 service London/Madrid/Freetown/Buenos Aires/Santiago returning by the same leg.

Sierra Leone Airways also provide domestic flights daily (except Sundays) from Hastings (14 miles from Freetown) to Bo, Kenema, and Yengema and the thrice weekly service to Bonthe and Gbanbatoke. Occasional charter flights are also made to Marampa.

Resorts - Sierra Leone has resorts at Bunce Island, Turtle Islands, Juba Beach, Lumley Beach, No.2 River Beach and Kent Beach, all situated within reasonable distance from Freetown.

Sierra Leone has not yet developed any game reserves but plans are being made for the creation of game reserves in the Koinadugu District, which is 233 miles from the capital, Freetown. There are no national parks.

4. Government Participation

(i) Ownership or shares in hotels:

The Government owns some hotels and also owns a percentage of shares in others.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

(iii) Income tax and other concessions on hotel income:

Government grants concessions on hotel income under the Development of Industries Act.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

Government offers import duty concessions under the Development of Industries Act.

(v) Provision of public funds for publicity purposes:

The allocation granted specifically for promotion in 1970 was Le.34,500 (£17,250).

(vi) Government expenditure on infrastructure:

Besides the Government subsidy granted to hotels and to Government maintenance of the Sierra Leone National Dance Troupe, the Arts and Crafts Centre and Sierra Leone Museum, the Government has spent £1 million on further development of the Lungi Airport.

5. Action Taken During the Current Year

- (i) Large ferries have been ordered to improve transport facilities to and from Lungi Airport.
- (ii) Negotiations are almost concluded to open Cape Sierra Hotel by October, 1971.

6. Future Plans for the Industry

The Government plans to improve hotel facilities, especially outside Freetown and to improve transport and communication facilities, particularly the internal air services.

There are plans to develop Lumley Beach as a special tourist centre including the creation of a cultural village and arts and crafts centre.

The Government also proposes to establish a Zoo and a game reserve.

Singapore

Singapore's tourist potential lies in its multi-cultural society, conveniently located on international air and sea, and regional land and rail routes, duty free shopping, sunshine and beautiful scenery.

1. Value and Extent of the Tourist Industry

In 1970, visitor arrivals to Singapore by air and sea totalled 521,654 representing an increase of 27.6% over the corresponding total of 408,709 in 1969. The 1970 total is about five times the 1965 total.

2. Official Promotional Organisation

The national tourist organisation in Singapore is the Singapore Tourist Promotion Board, a statutory board which comes under the jurisdiction of the Ministry of Finance. It consists of a Chairman, a Deputy Chairman, a Director and seven members from both government and the private sector.

The Board's finances are obtained jointly from a government subvention and cess on tourist hotels, tourist food establishments and tourist public houses.

Functions of the Board include:

Overseas promotion - The Board has power to secure overseas publicity for the tourist attractions of Singapore.

Development of facilities and attractions - It is also empowered to engage in, assist or promote the improvement of Singapore as a holiday resort.

Relationship with the private sector - The Board maintains close liaison with the private establishments in the tourist industry and has on its Board some members representing the private sector.

It is empowered to co-ordinate the activities of persons providing services for visitors to Singapore and to regulate, with the approval of the Minister, standards to be maintained by tourist enterprises.

The Tourist Promotion (Certification and Control of Guides) Regulations 1964 empowers the Board to control the tourist guides in Singapore.

The Tourist Promotion (Licensing and Control of Tourist Agencies) Regulations 1970 empowers the Board to license and control tourist agencies in Singapore. Under the Regulations, the Board can regulate the conduct and activities of tourist agencies to ensure that a high standard of service is provided by them. As from 1st July 1971, only licensed tourist agencies will be allowed to operate.

The Board can also license any class or classes of tourist enterprises. It makes recommendations to the Ministry of Finance in the gazetting of tourist hotels, tourist food establishments and tourist public houses.

Relationship with the Government - The Board is empowered to act as agent for the Government or, with the approval of the Government, for any person or body or organisation for the transaction of any business connected with any tourist enterprise.

The Board can make recommendations to the Government in relation to any measures which may be taken with a view to increasing the number of visitors to Singapore.

Overseas promotion, advertising, public relations and information offices - The Tourist Promotion Board evaluates potential attractions and determines the best way of promoting and projecting the tourist attractions of Singapore mainly through media advertising to Singapore's main tourist markets as well as through editorial publicity in international publications.

Promotion and publicity schemes are mounted overseas as and when the opportunity or need arises, as at travel conventions, fairs and exhibitions e.g. participation in ASTA, AFTA, PATA, TAANZ and World Expo '70.

The Board also maintains information offices in the U.S.A., Australia and Japan to assist in its overseas promotion and projection of the Republic's tourist attractions.

3. Internal and Infrastructural Organisation

There are a number of associations connected with the tourist industry. The ones that the Board maintains constant contact with are (i) the Hotels and Restaurants Association; (ii) the Singapore Travel Agents Association, which is an association of those travel agents accredited with IATA and/or recognised by the F.E.P.C. (Far East Passenger Conference); (iii) Singapore Tour Operators Association.

These associations complement the Board in its endeavour to promote the tourist attractions of Singapore. It is also through these associations that it exhorts the tourist servicing industry to raise their standards and provide better services.

4. Government Participation

- (i) Ownership or shares in hotels:
The Government went into equity participation in some hotels either directly or through the Development Bank of Singapore.
- (ii) Financial assistance specifically available (e.g. loans and guarantees):
The Development Bank of Singapore gave loans to selected hotel projects.
- (iii) Income tax and other concessions on hotel income:
There is no tax holiday but the Government has granted concessional rates of property tax for

selected hotel projects in certain designated areas in 1969. However from 1970, these concessional rates will be withdrawn.

- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:

Singapore is to a large extent a free port though a number of protective duties have recently been imposed to foster local industry.

- (v) Provision of public funds for publicity purposes:

This is already provided for in the Government's annual subvention to the Board.

- (vi) Government expenditure on infrastructure:

The Government undertakes the cleaning and landscaping of the beach area, but in the encouragement of beach resort schemes, the government will provide the necessary infrastructure in roads and public utilities.

5. Action Taken During the Current Year

- (i) In order to promote the tourist industry, the Tourist Promotion Board underwent a complete reorganisation which led to the establishment of the following four departments:

- (a) Administration
- (b) Department of Marketing
- (c) Department of Facilities
- (d) Department of Research.

- (ii) At the end of 1970 there were 62 gazetted hotels with 4,697 rooms available to cater for all tastes and budgets of the visitors.
- (iii) An island-wide campaign to keep Singapore clean was launched. In conjunction with this, the Government has encouraged the planting of flora, plants and trees to turn the Republic into a "Garden City". The ultimate aim is to make Singapore Asia's cleanest and greenest city.
- (iv) A Handicraft and Design Competition was organised by the Tourist Promotion Board to discover the inherent local talent with the end-result aim of developing a souvenir industry there.
- (v) A number of shopping arcades and emporiums have been opened and modernised to improve the image of Singapore as a "Shopper's Paradise".
- (vi) Tourist Attraction Markers were installed at the popular public places of interest to denote the Board's recognition of them as tourist spots.

- (vii) A Japanese Language Guide Course was organised in early 1969. The 7th Tourist Guide Course in English commenced at the end of the year.
- (viii) On the initiative and guidance of the Board, a private company providing multi-racial cultural shows was formed to add to the tourist attractions available in Singapore.
- (ix) The Board acted as co-ordinator in the erection of the Singapore Pavilion at the Japan World's Exposition 1970 and its Director was elected as Commissioner-General to the Exposition as well as Chairman of the Singapore Expo 1970 Committee.
- (x) Following on the recommendations of the special study, "Demand and Supply of Hotel Rooms in Singapore, 1970-75", two surveys were commenced in 1970. One was a person-to-person interview of through-air passengers at the Singapore Airport to determine the personal and travel characteristics of 300,000 foreigners who landed at the airport, but did not visit Singapore and also to find out the reason why they did not do so. The other survey was on the hotel guests in Singapore, to find out their personal characteristics and their reactions to these visits to Singapore.
- (xi) The Board participated in the following conferences and conventions with the aim of publicising and promoting Singapore's tourism.
 - (a) the 18th PATA Annual Conference held in Bangkok, January, 27th-31st 1969;
 - (b) The AFTA Convention held in Surfers' Paradise, Queensland July 8-10th, 1969;
 - (c) the ASTA Convention held in Tokyo, September 14th-20th, 1969. At this convention, the Board mounted an Art Exhibition displaying works of well-known Singapore artists, staged a Singapore "Jet Sell" Fashion Show and hosted a Hospitality Suite.
- (xii) In October 1970, the Board organised a 3-day "Singapore Tourism Seminar" with 150 participants representing the whole cross-section of the tourist and related industries in Singapore. There were lecture and discussion sessions on topics such as "Irregularities of tour operation in Singapore", "Hotels in Singapore - tariffs, facilities, and clarification", "Souvenir industry in Singapore" etc. The Seminar was also graced by the PATA Research Director, Mr. Stanton E. Read who presented lectures on "The Travel Markets for the Pacific", "The North American

Travel Agency Industry" and, on behalf of the Boeing Company, the paper entitled "The Pacific Area: Charting future courses".

The proceedings of the whole Seminar were recorded and published. Subsequently, an Action Committee comprising senior officials of the Board, was formed to look into and implement, where applicable, the recommendations of the participants.

6. Future Plans for the Industry

Future plans are mainly for the improvement and development of facilities and attractions.

Swaziland

Swaziland's tourist potential lies in its proximity to South Africa and Mozambique, its scenic beauty, its amenities which include a gambling casino and high quality sporting facilities, and its generally equable climate ranging from the near tropical to the near temperate.

1. Value and Extent of the Tourist Industry

No recent figures are available for the number of arrivals, although it has been estimated recently at approximately 42,000 per annum. The amount of foreign exchange earned from tourism is not known. Swaziland is in customs union with South Africa and is in the Rand currency area. The great majority of tourists arrive by road from South Africa and to a lesser extent, Mozambique.

2. Official Promotional Organisation

At present, the control of the industry is dispersed among several ministries: the Deputy Prime Minister's Office grants the initial licence to hotels, although does not control hotels any further; it is also the ministry to which the Gaming Board is responsible. Liquor licencing is handled by an autonomous Board falling under the orbit of the Ministry of Local Administration, which is also responsible for national monuments. The subject "tourism" falls under the Ministry of Commerce, Industry and Mines, but the Secretariat's recent report suggested that a Department of Tourism should be established under this Ministry to take over all responsibilities for the development and promotion of tourism.

At present, promotional work is undertaken by the tourist information service in the Swazi Air offices in Johannesburg, which was opened in January 1967. The cost of this service is partly borne by the Government.

The Spa complex also has its own promotion programme; without requiring Government assistance this programme is currently costing about R.40,000 per annum.

Most of the small hotels have recently formed a private company called the Swaziland Tourist Association (Pty.) Ltd., which aims at promoting tourism to Swaziland and raising the standards of the industry. It also operates a control booking service, primarily for its members.

*Based largely on information contained in the Commonwealth Secretariat's report on the Development of the Tourist Industry (in Swaziland), 1970-75, printed in March, 1970.

3. Internal and Infrastructural Organisation

At the end of 1969, there were approximately 20 hotels in Swaziland, providing 892 beds.

One of the dominating attractions is the gambling Casino, which is part of the Spa complex, consisting of the Royal Swazi Hotel and the Spa Luxury Hotel, which provide over half the available beds. A new Holiday Inn, which is expected to be operating by the end of 1970 will provide a further 120 rooms in this area.

In 1969, the net profit from the Casino amounted to about R .760,000. The Casino benefits from the fact that gambling casinos are not allowed in South Africa.

In addition, the Spa complex itself offers a wide range of high quality sporting facilities, in particular golf and bowls, which already attract enthusiasts from South Africa. The health and beauty aspects of the Spa itself are also popular.

Game reserves - The main reserve is the Mlilwana Game Sanctuary which covers 11,000 acres in the Ezulweni Valley. It is stocked largely with imported game. In 1969, 13,000 visitors, of whom about two-thirds were from outside Swaziland, visited the sanctuary. Another large reserve is the Ehlane Game Reserve, covering 50 square miles in the Lowveld. It contains indigenous wild-life and remains comparatively undeveloped at present.

Airlines - Swazi Air, in association with South African Airways, operates a thrice weekly service (Mondays, Wednesdays and Fridays) from Johannesburg-Matsapa-Durban and return. Flight times are one hour and one and a half hours respectively. Swazi Air, in association with DETA also operates a twice weekly service from Matsapa to Lourenco Marques and return on Saturdays and Mondays. There are good road communications between Swaziland and the Republic; Mbabane, the capital, is about 240 miles from Johannesburg and about 135 miles from Lourenco Marques.

4. Government Participation

- (i) Ownership or shares in hotels:
All hotels are privately owned.
- (ii) Financial assistance specifically available (e.g. loans and guarantees):
Not available at present.
- (iii) Income tax and other concessions on hotel income:
Special income tax concessions were granted to the Casino opened in 1966 in conjunction with the Royal Swazi Hotel and Spa Luxury Hotel. There is provision for a minimum annual levy of 40% of net profits, rising to 50% after six years of operation.

- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:

Not available at present.

- (v) Provision of public funds for publicity purposes:

The tourist information service was allocated R. 1,900 (£950) in 1967/68; previously, the annual provision had been R. 500 (£250).

- (vi) Government expenditure on infrastructure:

In recent years there has been substantial investment in communications and services, including a large programme of road construction and improvements, the development of Matsapa Airport, and the improvement and expansion of water and electricity supplies.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Tourist Industry

The tourist industry in Swaziland is in its infancy, and has considerable potential for expansion in the next few years. At present the Government is considering the report prepared by the Commonwealth Secretariat, containing proposals for future action.

Tanzania

Tanzania presents a total tourist product comprising a tropical location with extensive seaboard and interior, a diversity of tourist magnets, comprehensive modern plant, international air communication with the major generating centres and a good domestic air network. The touristic attractions include the finest concentration of wildlife in the world; big game hunting safaris under licence in the controlled areas and the reserves; Mount Kilimanjaro, at 19,340 ft. the highest mountain in Africa; the prehistoric site of Oldupai Gorge, home of "Nutcracker Man" (*Zinjanthropus Boisei*) 1,750,000 years old; the Island of Zanzibar; big game fishing; Bagamoyo, one-time infamous slave-port; Kilwa Kisiwani and other historic sites and ruins along the coast; miles of uncrowded sands; the scenic grandeur of Lake Victoria and Lake Tanganyika; the Usambara Mountains, reminiscent of the Swiss Alps, but without the snow; a healthy climate and the absence of winter; the music, dancing and other cultural skills of a friendly people comprising more than 100 tribes.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967:	35,000
	1968:	40,000
	1969:	46,000 (estimated)
	1970:	not available
Foreign exchange receipts from tourism,	1967:	£4,500,000
	1968:	not available
	1969:	not available
	1970:	not available
As a percentage of total foreign exchange earnings,	1967:	3.3%
	1968:	not available
	1969:	not available
	1970:	not available
Total hotel bed-nights in 1969,		480,000 (provisional)

2. Official Tourist Organisation

During 1969, the tourist industry underwent a major reorganisation. The Tanzania National Tourist Board, thus renamed on March 22, 1967, in succession to the Tanganyika National Tourist Board, established by Act of Parliament on July 11, 1962, was dissolved.

* Information largely unrevised since the December 1969 edition, since further up-to-date information was not available at time of publication.

The Ministry of Information and Tourism, which hitherto had been principally concerned with the formulation of policy, now also undertook responsibility for the development and growth of the industry, administration, marketing, promotion, public relations, research, licensing etc.

During 1969, the Tanzania Tourist Corporation was established by Act of Parliament to provide the requisite machinery for the planning, financing, expansion and operation of the hotels and tourist transport sector. These functions include Government participation and encouragement of private investment.

This reorganisation, which indicates the increasing importance Government attaches to the proper development of the tourist industry, has resulted in the strengthening of the Tourist Division of the Ministry under a Director of Tourism, who is responsible to the Minister through his Chief Executive, the Principal Secretary.

On the Island of Zanzibar, comprehensive tourist services are provided by the Tanzania Tourist Friendship Bureau, with which a close and efficient liaison is maintained. The Bureau handles transport, tours, hotel accommodation and ancillary facilities. Immigration formalities have been streamlined, and tourists may now enter Zanzibar with the same visitors' pass or visa as that issued for the mainland.

In addition to maintaining a Tourist Office to assist visitors arriving in Dar es Salaam, the Ministry also has offices in five other centres in the principal tourist circuits, serving visitors, tour operators and the local travel trade generally, and assisting in internal public relations.

An office is also operated in neighbouring Nairobi, with the principal purpose of facilitating the traffic flow that exists on an East African basis.

Promotion and marketing etc., in the main generating centres in Europe, Scandinavia and North America is carried out through the Ministry's offices in London and Frankfurt, with the Director of Overseas Public Relations based in London for this purpose.

3. Internal and Infrastructural Organisation

Two tourist circuits, the Northern and the Coastal (Eastern) at present dominate the scene in that order. The Northern is notable for possessing world-famous wildlife locations such as the Serengeti and Ngorongoro, together with Mount Kilimanjaro, while the Coastal circuit, now coming into its own with the construction of the country's first beach resorts and hotels, offers a combination of beach, fishing and wildlife holidays. Meanwhile, the Government intends to develop additional circuits, each with individual attractions and characteristics, in due course.

The circuits include metalled and all-weather roads. Apart from road transport provided by operators for inclusive tour traffic, with trained driver/guides, car hire is also available. Petrol can be obtained at all wildlife lodges.

There is a comprehensive domestic air network with Comet, Fokker-Friendship, DC3 and Twin-Otter equipment, and also air charter.

Rail services link Tanzania with neighbouring Kenya and Uganda,

and the capital with Lake Victoria, but while sleeping cars and restaurant cars are available, this mode of transport is somewhat slow. Steamer services are operated on Lakes Victoria and Tanganyika. There is also a long-distance motor coach service.

Hotels and Lodges - By the end of 1969, measured progress had been achieved in the development of tourist accommodation. A number of new hotels and lodges of international standard in design, construction, facilities, decor and furnishing, all enjoying spectacular settings, came into operation during the year. These included the first lodge to be constructed in the Mikumi National Park, 180 miles from Dar es Salaam; a second lodge on the rim of the Ngorongoro Crater; a small hotel at Usa River; and the Africana Vacation Village, a large and attractive beach resort just north of Dar es Salaam, which includes a marina and an animal sanctuary among its holiday attractions. A fine modern wing was added to the New Africa Hotel which is being completely rebuilt in Dar es Salaam, and extensions were added to the Lake Manyara Hotel.

During 1970, two new lodges, each enjoying unique settings, were expected to become operational in the Serengeti National Park. The Lobo Wildlife Lodge, while the Ikoma Fort Lodge, constructed within the ruins of an old German fort, will offer 120 beds. Also expected to be operational in 1970 is the Bahari Beach Hotel, near Dar es Salaam, reminiscent of an African village (150 beds), while another the Kunduchi Beach Hotel, is also being constructed, together with a 150-bed hotel in a coral cove on Zanzibar Island, and a Fishing Lodge on Mafia Island.

Projected accommodation includes a large hotel near Arusha to serve the new airport, a lodge on the slopes of Mt. Meru in the Arusha Nation National Park, a small lodge in the Selous Game Reserve, a Club Mediterranee near Dar es Salaam, and hotels at Mwanza on Lake Victoria; at Tanga, the country's second port; at Bagamoyo, the old slave port, and at Kilwa, in an historic area south of the capital.

Finance - It is Government policy that the Tanzania Tourist Corporation should hold not less than 50 per cent of the shares of lodges or hotels sited in the National Parks, in which Government has a special obligation towards the conservation of wildlife, one of the country's natural resources. In all other hotel development, the field is open to the private sector to develop independently, or in partnership with the T.T.C. as preferred, provided this conforms to Government's overall plan and building reaches a required standard.

Hotel Statistics - the production of hotel occupancy statistics is compulsory under the terms of the Statistics (Tourist and Hotel Industry Regulation, 1966). Hoteliers are required to return information monthly to the Central Statistical Bureau.

A 2/- levy per person is imposed under the Hotel Accommodation (Imposition of Levy) Act, 1962, on hotels with five or more bedrooms and charging 7/50 or more per night.

Tourist Season - The tourist season extends from July to March, with April, May and June being the off-season months. The seasonal traffic mainly affects the wildlife lodges. The peak month, August, sees more than six times as many visitors as the trough month of May.

Tourist Standard Beds Available in 1969 (including hotels, beach resorts, wildlife lodges and camps)

<u>Coastal Circuit</u>	<u>Northern Circuit</u>	<u>Other Centres</u>	<u>Total</u>
1,186	1,031	387	2,604

Tourist standard beds under construction in 1970

<u>Coastal Circuit</u>	<u>Under Construction</u>
Africana Holiday Village (extension)	200
Bahari Beach Hotel	200
Kunduchi Beach Hotel	200
Mikumi Wildlife Lodge (extension)	50
Mafia Island Fishing Lodge	60
New Africa Hotel (reconstruction)	140
Zanzibar Beach Hotel	150
	1,000
	<u>Projected</u>
Bagamoyo	50
Club Mediterranee, Dar es Salaam	450
Hilton Hotel, Dar es Salaam	440
Mtangata Hotel, Tanga	60
Tanga Hotel, Tanga	100
Mbwamajl, Dar es Salaam	400
New Africa Hotel (extension)	210
	1,710
	<u>Projected</u>
	<u>Under Construction</u>
<u>Northern Circuit</u>	
Ikoma Fort Hotel	120
Lobo Wildlife Lodge	150
Lake Manyara Hotel (extension)	50
Ngorongoro Wildlife Lodge (extension)	50
Seronera Wildlife Lodge	150
	520
	<u>Projected</u>
Grumeti Camp, Serengeti	100
Moshi Hotel	100
Mt. Meru Lodge	100
Mt. Meru Hotel, Arusha	400
	700

<u>Other Centres</u>	<u>Projected</u>
Kilwa Hotel, Kilwa	150
Mtwara Hotel, Mtwara	60
Mwanza Hotel, Mwanza	100
Mara Lodge, Mara River	100
Selous Lodge	50
	<hr/>
	460
	<hr/>

National Parks, Game Reserves and Controlled Areas - The Tanzania National Parks is a parastatal organisation operating under the Ministry of Information and Tourism, and is administered by a Board of Trustees with the Director as the chief executive.

There are at present seven National Parks, extending over some 12,000 square miles, in which the wildlife is fully protected and where no human habitation is permitted. In addition, there is the Ngorongoro Crater.

Tanzania, with its enlightened policy of wildlife conservation, also maintains some ten Game Reserves extending over 35,000 square miles. These are closed to the general public, apart from Government-approved hunting safaris operated under licence. There are also about 40 Controlled Areas where the hunting of game is controlled by a quota system. It is estimated that visitors shoot about 1,500 animals in a year, producing substantial revenue. Both licences for hunting and National Park entrance fees go towards meeting the cost of maintaining the animal sanctuaries and combating the menace of poaching.

Airlines - Sixteen airlines operate direct services to Tanzania. These are: Aeroflot Soviet Airlines, Air Comores, Air Congo, Air France, Alitalia, British Overseas Airways Corporation, East African Airways, Ethiopian Airlines, K.L.M. Royal Dutch Airlines, Lufthansa, Pan American World Airways, Sabena Belgian World Airlines, Swissair, Trans-World Airlines, United Arab Airlines and Zambia Airways.

East African Airways, the national carrier, also operates a comprehensive scheduled service within Tanzania.

4. Government Participation

(i) Ownership or shares in hotels:

The Tanzania Tourist Corporation owns a number of hotels and lodges in whole or in part.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

The Tanganyika Development Finance Company Ltd. (T.D.F.L.) and Industrial Promotion Services (T) Ltd., (I.P.S.) can provide both loan and equity for tourist projects.

The Foreign Investments (Protection) Act, 1963, makes provision for the holder of a certificate issued in respect of an approved enterprise to

transfer out of Tanzania in the approved foreign currency and at the prevailing official rate of exchange,

- (a) the profits, after taxation, of his investment of foreign assets;
- (b) the approved proportion of the net proceeds of sale of all or any part of the approved enterprise, either in liquidation or as a going concern;
- (c) the principal and interest of any loan specified in the certificate.

(iii) Income tax and other concessions on hotel income:

Investment allowances comprise fiscal incentives, personal and capital allowances, annual depreciation, and refund of customs duties for certain approved industries.

Capital allowances consist of the following:-

- (a) 40% on power-drive ships of more than 495 tons gross.
- (b) 20% on industrial buildings and purchase and installation of machinery therein.
- (c) 20% on approved hotel projects.

Annual depreciation varies from 4% on industrial buildings to 37½% on plant machinery such as tractors.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

See (iii) above.

(v) Provision of public funds for publicity purposes:

See Section 2 above.

(vi) Government expenditure on tourist facilities and amenities:

The Tanzania Tourist Corporation, a parastatal body, which apart from borrowed funds, relies mainly on its own income from investment for financing its operations.

The T.T.C. works in close co-operation with the Ministry of Information and Tourism.

5. Action Taken During 1969

During 1969, a further step in the rationalisation of the tourist

industry was the introduction of legislation providing for the licensing of travel agents. The Tanzania Tourist Agents (Licensing) Act, which became operative on March 1, 1969, covers travel agents, tour operators or any other person who, for reward, undertakes to provide for tourists and other members of the public in relation to tours and travel within or outside Tanzania, transport, accommodation, professional services on tourism and other travel matters.

More than 100 licences of various categories have been issued to companies operating within Tanzania.

The introduction of this legislation resulted in a marked improvement in the extent and quality of services offered by local companies providing tour-operating arrangements etc.

An Hotel Training School was established at the beginning of 1969 to provide a training programme for the many personnel required to operate the hotels now being developed.

The Tanzania Tourist Corporation, established by Order of the President under Government Notice No. 91 published on April 11, 1969, assumed responsibilities for the hotel planning, development, investment and administration of the public sector from the National Development Corporation. The Chief Executive is the General Manager.

6. Future Plans for the Industry

Tanzania's second Five Year Plan for Economic and Social Development, 1969-1974, envisages a progressive increase in tourist inflow so that the 100,000 figure is reached by 1974*.

To this end, the Plan quotes a number of communications projects that will serve tourism development in addition to transport. These include the new road linking Tanzania and Zambia, the recently-completed all-metalled road joining Dar es Salaam (coastal tourist circuit) with Moshi and Arusha (northern tourist circuit), and a proposed new road from Arusha to Mwanza on Lake Victoria, and the new Kilimanjaro International Airport now under construction in the north.

The Kilimanjaro International Airport is scheduled to become operational at the end of 1971. It will be capable of accommodating super jets.

Meanwhile, a feasibility study now under way will define the second phase of hotel and wildlife lodge development in various parts of the country. This will cover the next ten-year period.

While every endeavour is to be made to ensure the provision of a soundly-based tourist plant catering for various income groups, no ribbon development will be permitted, and Government intends that the expansion of tourist facilities shall not be at the expense of social or cultural considerations, nor to the detriment of natural resources, particularly the wildlife and the scenery. Thus will the quality of the tourist product be maintained, and the character of the country and people preserved.

* 1969 - 46,000 (provisional)

The national travel authority, the Ministry of Information and Tourism, is being strengthened so as to play an increasingly effective part in the development of the industry as a whole, with the full support and co-operation of the population.

Tonga

The tourist potential of Tonga lies mainly in the 'Scenery of Life' of the Kingdom. The Tongan Monarchy, Tongan Dress, Tongan Dance and Tongan Feasts are quite unique. In addition the Kingdom is rich in sites of historical interest such as the Ha'amonga Trilithon and the Royal Palace. The Blow Holes are besides being quite unique in the world a magnificent spectacle. Tonga has a pleasant all-the-year-round climate.

1. Value and Extent of the Tourist Industry

Number of air tourists, 1968: 3,132
1969: 3,330
1970: 3,600

Mainly from the United States, New Zealand and Australia.

Cruise Ship and Cruise Visitors:

	<u>1968</u>	<u>1969</u>	<u>1970</u>
No. of Ships	12	19	24
No. of Visitors	11,111	18,111	21,025

The average length of stay is 5.8 days for air visitors.

Foreign exchange earnings from tourism, 1970: T\$700,000 (approx.)

As a percentage of foreign exchange earnings, 1970: 10% (approx.)

2. Official Promotional Organisation

In December, 1970 an overseas officer was recruited to head the Tonga Visitors Bureau, with the short term objective to draw up a detailed tourism policy for consideration by the Government.

The long term objectives of the Tonga Visitor's Bureau are to organise and direct the growth of tourism in the Kingdom.

The Tonga Visitors Bureau has for the first time in its history been granted a promotion budget by the Government. The Tonga Visitors Bureau, is a wholly owned and staffed Government organisation, however, close contact has recently been established with the private sector.

3. Internal and Infrastructural Organisation

There is no association or organisation representing the private sector.

4. Government Participation

- (i) Ownership or shares in hotels:
The International Dateline Hotel, Tonga's only resort hotel, is wholly government owned.
- (ii) Financial assistance specifically available (e.g. loans and guarantees):
None at present.
- (iii) Income tax and other concessions on hotel or other tourist income:
There is an income tax concession on the Dateline Hotel income and new international standard hotels are granted authority to import materials for construction duty free.
- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:
See (iii) above.
- (v) Provision of public funds for publicity purposes:
The allocation to the Tonga Visitors Bureau is T\$28,000 for the financial year 1971/72.
- (vi) Government expenditure on infrastructure:
The 1970-75 Development Plan places emphasis on the development of roads, electricity and water supply, air fields and sea communications between the islands. As capital expenditure has, therefore, been directed towards satisfying many diverse needs, it is not possible to allocate a specific amount to tourism infrastructure development.

5. Action Taken During the Current Year

- (a) Work started on the upgrading of Fua'amotu airfield to medium jet standard.
- (b) the electricity supply was increased.
- (c) An international hotel is under construction in the Vava'u Group (Northern Group).
- (d) A Civil Aviation Adviser was appointed.
- (e) An inter-island ferry was purchased and is in operation.
- (f) A Tourist Development Report was written.

6. Future Plans for the Industry

After Cabinet has met and discussed the Tourist Development Report future policy will be formulated for the development of the industry in the Kingdom.

Trinidad & Tobago

The tourist potential of Trinidad and Tobago lies in its accessibility to both North and South America, in its tropical climate, beaches, the scenic beauty of its mountains and plantation areas, annual carnivals and other religious festivals, fauna and flora, unique multi-racial society as well as its calypso, steelband and limbo, all of which had their origins here.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1968:	
	Visitors	91,660
	Intransit	24,110
	Temporary	142,090
	1969:	
	Visitors	95,320
Intransit	22,550	
Temporary	166,180	

Mainly from North America, Commonwealth Caribbean, Central and South America and Europe.

Foreign exchange receipts from tourism,	1967:	\$ 31 million TT
	1968:	\$ 34 million TT
	1969:	not available.

As a percentage of total foreign exchange earnings,

1967:	3.4% approx.
1968:	3.9% approx.
1969:	not available.

2. Official Promotional Organisation

Trinidad and Tobago Tourist Board, a statutory authority under the jurisdiction of the Ministry of Industry and Commerce, is responsible for tourist promotion, both local and overseas. The Board maintains and finances a local tourist office in Port of Spain and co-operates with the private sector in promotional and development programmes.

The Board also maintains overseas offices at New York and Toronto and co-operates with the diplomatic and consular representatives of the High Commission in London for distribution of tourist information and material.

Publicity Visits - Several photographic groups, travel writers and freelance journalists received the Board's co-operation during their visits in

* Information unrevised since December, 1969, as further information not available at time of publication.

1968 and 1969. In many cases specific information was prepared for illustrating articles in newspapers and magazines.

Familiarisation Tours - There were also five (5) familiarisation tours by overseas travel agents in 1968 and twelve (12) in 1969.

The Board represents Trinidad and Tobago at international and tourist conferences and is a member of the American Society of Travel Agents and IUOTO.

Trinidad Chamber of Commerce is also active in promoting tourism both domestically and overseas and is concerned with improving tourist facilities within Trinidad and Tobago. The Chamber takes a keen interest in the tourist industry and its Travel and Tourism Trade Section deals with a wide variety of subjects coming within the following broad terms of reference:

"To consider all matters relating to travel and tourism and to make recommendations".

This Section which comprises representatives of travel agents, airlines, shipping agents, tour operators, taxicab owners, hotels, real estate agents, the Tourist Board and shops catering to tourists, is very active and holds monthly meetings. Among the many matters which it has considered and taken up with Government or the interest concerned are the following:

Token Import Duty Scheme
In-Bond shopping facilities
Reactivation of historical sites
Removal of purchase tax on tourist taxis
Beautification of roundabouts, etc.
Survey of club facilities for tourists.

In 1967 the Chamber organised a highly successful Tourism Seminar covering all aspects of the industry and the Section took necessary follow-up action with a view to the implementations of recommendations.

The only tourist facilities provided by the Chamber are:

- (a) The publication of a Tourist Shopping Guide which is circulated free of charge to airlines, shipping agents, travel agents, hotels etc., for distribution to visitors. This Guide does not involve the Chamber in any financial outlay as the advertising and printing are given out on contract.
- (b) The leasing of a booth on the Port of Spain Wharf from the Port Authority and the renting of show-cases therein to members of the Chamber to advertise or display goods or services available to tourists. The Chamber pays the lease rental and bears the cost of installing the show-cases, etc., but will eventually recover this outlay from the rents paid by the exhibitors.

The Chamber does not otherwise participate financially in events and schemes relating to tourism as this is a specific function of the Trinidad

and Tobago Tourist Board which is a statutory body financed by the Government.

There have been a few occasions when members of the Travel and Tourism Trade Section have jointly made personal financial contributions to tourism projects such as the promotion of a publicity campaign overseas and the entertainment of visiting travel agents.

3. Internal and Infrastructural Organisation

Hotels - At the present time, there are approximately 16 new hotel projects - comprising 1657 rooms - contemplated for construction in Trinidad and Tobago within the four years 1969-1972 .

Breakdown:	Trinidad	-	909	rooms (eight (8) projects)
	Tobago	-	<u>748</u>	rooms (eight (8) projects)
			1657	rooms (sixteen (16) projects)

The estimated capital expenditure involved totals \$ 55,448,000 TT.

Hotel loans are made available for new construction or for the extension of existing facilities. With respect to new construction, the general policy is not to lend more than 50% of the value of the project; a first mortgage on the land and building is accepted as security. With respect to extension of existing facilities, the policy is not to lend more than 60% of the value of the project; a first mortgage on the land and building being accepted as security.

Industrial Development Corporation is concerned with industrial development in particular, but also assists the tourist industry by its efforts in the development of the hotel industry. The Corporation administers a Hotel Loans Fund to which the Government allocated \$200,000 in 1967 and a Hotel Investment Fund to which the Government allocated \$450,000 in 1967.

There are several associations representing the different sectors of the industry, e.g. hotel and restaurants, airlines, shipping companies, taxi owners, entertainments industry and travel agents. However, most of these interests are represented on the Tourist Board.

4. Government Participation

(i) Ownership or shares in hotels:

All hotels are privately owned, except for the Hilton in which the Government holds shares through the Corporation.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

See - Hotel Loans Fund and Hotel Investment Fund above.

(iii) Income tax and other concessions on hotel income:

The Hotel Development Act allows income tax exemption for a period of 10 years in respect of profits accruing from the hotel.

An accelerated depreciation of depreciable equipment owned by the hotel operator and used in the hotel, at a rate of 20% per annum.

A capital allowance in respect of approved capital expenditure incurred by the hotel operator in erecting or improving the hotel, at a rate of 20% of the approved capital expenditure in each of any 5 years of the 8 years initially following the tax exemption period.

In addition to tax exemption in respect of dividends distributed to share-holders, tax exemption is granted in respect of interest on an approved loan used for an approved hotel purpose.

- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:

The same Act gives five years and up to ten years exemption from duty on imports of building materials and other equipment to the hotel industry.

- (v) Provision of public funds for publicity purposes: Budget allocations are made to the Tourist Board for example, in 1967 the allocation was \$1,935,717 of which \$400,000 was spent on advertising while a further \$263,775 was spent on overseas representation.

- (vi) Government expenditure on infrastructure:

In addition to money made available for the Hilton Hotel, the Government has provided loans to hoteliers through the Hotel Loans Fund and Hotel Investment Fund (see Infrastructural Organisation). The Government has also constructed many roads in Trinidad and Tobago to make beaches, sites for hotels, restaurants and other facilities more accessible.

Expansion of electricity and water resources have been connected to these areas. The Government also provides liberal incentives. The Government owns the British West Indian Airways. A new air terminal building has been constructed and runways have been improved.

Action Taken During the Current Year

Not available at time of publication.

Future Plans for the Tourist Industry

Not available at time of publication.

Uganda

Uganda's main tourist attractions are its wild-life and scenery, added to these is the fact that these attractions can be seen and enjoyed in a traditionally African setting and in the comfort of an excellent and equitable climate. Her three national parks, the Murchison Falls, the Queen Elizabeth and the Kidepo Valley are teeming with game and are targets of over 80 per cent of all visitors to Uganda. Furthermore, the existence of so many waterways in these parks makes it possible to observe the game at very close quarters from the comfort of modern launches - a feature that is not found anywhere else in the world.

The legendary Mountains of the Moon, the craters of the Queen Elizabeth National Park, the mountains and lakes of the Kigezi District and above all, the Murchison Falls themselves are some of the most memorable sights that tourists may experience.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967:	38,000
	1968:	53,963
	1969:	73,980
	1970:	not available

Mainly from the United Kingdom, United States, Germany and other European countries; Kenya, Tanzania and other African countries.

Foreign exchange receipts from tourism,	1967:	£3,700,000
	1968:	£4,623,051
	1969:	£6,379,908
	1970:	not available

Foreign exchange earned by the tourist industry as a percentage of visible exports,	1967:	4.79%
	1968:	6.00%
	1969:	7.68%
	1970:	not available

2. Official Promotional Organisation

In July 1969, the Uganda Tourist Board was established by Act of Parliament and was entrusted with the functions previously carried out by the Tourism Department of the Ministry of Information, Broadcasting and Tourism. Whereas the Tourism Department's functions had concentrated mainly on promotional activities, the Board was, in addition to these, to take charge of all co-ordination in the tourist industry and participate in any tourist enterprise either alone or in association with other authorities or persons.

Specifically, the Board may perform all or any of the following functions:

- (a) Investigate and formulate projects for the promotion or expansion of new or existing enterprises and carry out such projects.
- (b) Carry on undertakings which appear to the Board to be needed for or in connection with the promotion or expansion of new or existing enterprises.
- (c) Assist other authorities or persons, either financially or in any other form, in the performance of any functions which the Board is empowered to perform by virtue of its authority.
- (d) Establish or expand, or promote the establishment or expansion of other bodies to carry on (either under the control or partial control of the Board or independently) any such functions as are mentioned in the last foregoing paragraph.

The Board carries out tourist publicity through direct advertising and production and distribution of tourist literature. Further promotion is carried out through exhibitions, conferences, familiarisation trips for travel agents and travel writers etc.

In addition to these activities, the Board in 1970 opened up a tourist office in Frankfurt, West Germany, through which it promoted tourism on most of the European continent. The Board plans to open more tourist offices particularly in London and New York.

3. Internal and Infrastructural Organisation

Uganda Tourist Association - consists of members from the private sector of the industry.

Uganda Development Corporation was incorporated in 1952 with an authorised capital of £8 million of which over £6 million has since been wholly issued by the Government of Uganda. The Corporation designed to assist in strengthening and broadening the economic life of Uganda, plays an important part in the development of the tourist industry, for example, it has completed a chain of over twenty hotels and lodges strategically placed for tourists.

- | | |
|-----------------|---|
| National Parks: | Uganda has three national parks - Queen Elizabeth National Park, Murchison Falls and the Kidepo Valley National Park. |
| Game Reserves: | Uganda has thirteen game reserves placed in various parts of the country. |
| Sanctuaries : | So far there are altogether nine sanctuaries in different parts of Uganda. Settlement is allowed within the sanctuaries, but the right to hunt is restricted. |

4. Government Participation

In most of the existing tourist facilities, the Government has invariably taken full responsibility through its parastatal organisations and some Government departments. The Government however, considers it of utmost importance for the private sector to increase its role in this field. This is why there are laws on the Statute books of Uganda, geared towards encouraging and protecting private investment, particularly foreign investment.

- (i) Ownership or shares in hotels:
Through the Uganda Development Corporation and the Kampala International Hotel Corporation.
- (ii) Financial assistance specifically available (e.g. loans and guarantees):
Direct participation through parastatal bodies.
- (iii) Income tax and other concessions on hotels income:
Concessions are available based on depreciation on capital investment.
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:
Encouragement is given towards use of local materials as much as possible.
- (v) Provision of public funds for publicity purposes:
Funds for promotion and publicity have always been part of budgetary provision through the Ministry responsible for tourism.
- (vi) Government expenditure on infrastructure:
The National Parks are connected by all-weather roads most of them bitumenised. Through its parastatal bodies, hotels and lodges have been built in all the major towns and the national parks, namely: Entebbe, Kampala, Jinja, Tororo, Soroti, Moroto, Lira, Kitgum, Gulu, Arua, Masindi, Kaseses, Kabale, Masaka, Murchison Falls National Park, Queen Elizabeth National Park and Kidepo Valley National Park.

5. Action Taken During the Current Year

Not available at the time of publication.

6. Future Plans for the Tourist Industry

Arrangements are being made for the commissioning of a survey of tourism in Uganda which will form the basis of a ten-year master plan for the development of the tourist industry. Until the results of the survey are known, no future projections can be made.

Western Samoa

The tourist industry of Western Samoa is in its infancy but real potential lies mainly in the preservation of its long cherished customs and traditions, hospitality and warm friendship. With its pleasing tropical climate, excellent beaches, attractive scenery, beautiful Samoan villages and considerable potential for hotel development, visitor infrastructure and visitor satisfaction, the prospects for the tourist industry are good and especially when the present upgrading of the Faleolo airport and the Faleolo-Apia road is completed late next year.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals, (not including cruise passengers)	1967:	9,866
	1968:	11,902
	1969:	15,225
	1970:	20,342
Receipts from visitors as recorded by the Bank of Western Samoa,	1967:	WS\$213,000
	1968:	WS\$454,000
	1969:	WS\$444,000
	1970:	WS\$709,000

The greater percentage of visitors is mainly from the U.S.A., then followed by New Zealand, Europe and Australia respectively.

The average length of stay of visitors is 3.5 days.

Western Samoa is served by Polynesian Airlines from Pago Pago American Samoa, Tonga and Fiji, as well as Fiji Airways from Fiji; internal air services are provided by Air Samoa and Samoa Aviation.

2. Official Promotional Organisation

The Department of Economic Development is responsible for general tourist promotion, advertising and marketing; encouraging local and overseas investment in hotel and visitor support facilities; introducing legislative and institutional measures which may become necessary for the orderly development of tourism; ensuring that Samoan social structure and tourism co-exist successfully; developing facilities for the needs, interest and enjoyment of the tourist.

3. Internal and Infrastructural Organisation

Aggie Greys, Casino Hotel, Apian Way and the Samoan Hideaway provide the visitors with full accommodation (135 rooms). Three hundred additional new rooms is the target in the Second Five-Year Development Plan.

The Western Samoa Travel and Holiday Association is a private organisation whose main objectives are to promote the interests of the travel and

tourist trade in matters of local and overseas travel, shipping, air transportation, hotels, tours and visitor services.

4. Government Participation

(i) Ownership or shares in hotels:

The Government, through the Western Samoa Hotel Company, wholly owns the Casino Hotel.

The Government appropriated WS\$80,000 in 1966 for investment in the first major new hotel development (Casino) and has included an additional WS\$120,000 in its 1967 economic development plan for the same project.

(ii) Financial assistance specifically available:

The Enterprises Incentives Act allows for an initial five year tax holiday, duty free imports of building materials and equipment, a moratorium on dividends, taxes and other benefits to hotels and visitor support facilities.

(iii) Import duty concessions on material and equipment for hotel and other tourist construction:

See para. (ii).

(iv) Provision of public funds for publicity purposes:

Budget allocations to the Department of Economic Development for visitor promotion were as follows:

1969:	WS\$ 13,540
1970:	WS\$ 15,000
1971:	WS\$ 10,000

(v) Government expenditure on infra-structure:

Generally Government assists with the provision of basic services such as water, electric power, roading and over-all planning of resort facilities.

5. Action Taken During the Current Year

- a) Initial work on the upgrading of Faleolo airport and Faleolo-Apia road has begun.
- b) Western Samoa's first promotional film was shot.
- c) Government approved 2 major hotel developments.

6. Future Plans for the Industry

Improvement and development of existing facilities and tourist attractions.

Large investment plans for new aircraft are envisaged for Polynesian Airlines.

Government will undertake a programme of promotion and advertising of Western Samoa as a visitor destination area. Access improvements will be made to enable tourists to get to various places of cultural, historic, recreational and scenic interest.

Zambia

Zambia's tourist potential depends on the natural phenomenon of the Victoria Falls (the main tourist area), its reserves of wild-life and as a result of being a land-locked country, it may expect to receive a number of intransit visitors, who could be attracted to spend longer periods in Zambia.

1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1967:	10,799
	1968:	5,964
	1969:	4,925
	1970:	450 (January only)

Mainly from Africa, United Kingdom and Europe. The volume of the tourist traffic was decreased by U.D.I. and the number of tourists from Rhodesia and South Africa fell sharply. However, as a result of promotional activities overseas, some of the loss has been made good by an increase in visitors from the United Kingdom, Europe and the United States of America.

Foreign exchange receipts from tourism,

1966:	£2.1 million (includes "other transportation")
1967:	£2.3 million (includes "other transportation")
1968:	£2.6 million (includes "other transportation")
1969:	not available

As a percentage of total foreign exchange earnings,

1966:	0.9% (includes "other transportation")
1967:	0.9% (includes "other transportation")
1968:	not available
1969:	not available

2. Official Promotional Organisation

The Zambian National Tourist Bureau under the Ministry of National Resources and Tourism, is responsible for the development of tourism in Zambia.

The functions of the Bureau include:
tourist promotion through advertising abroad; co-ordination of all tourist promotional and development activities, official as well as private; stimulation of all national activities likely to contribute to the development of tourism; development of tourist programmes and policies; improvement and extension of tourist attractions and facilities in Zambia; encouragement of domestic and social tourism; study and research in field of tourism, including preparation of an inventory of Zambia's tourist potential; elaboration and application of regulations

governing the various sectors of tourism and representation and participation in the work of international organisations.

In 1969 the Tourist Bureau established its own Touring Company because of the withdrawal (caused through Rhodesia's U.D.I.) of the United Touring Company from Livingstone. The Tour Operations Division, within the Bureau, services bookings for transport and international tour bookings.

During 1969 the Division produced confidential tariffs for the United States, United Kingdom, Europe and African markets, covering a combination of more than 60 tours.

During the same year, a Top Level Committee on Tourism was appointed which met to consider such matters as facilitation, accommodation, communications, and tourist development.

In the field of publicity the Bureau distributes information literature, for example, in 1969 the Bureau published the first edition of the Zambia Travel Guide. This carried a certain amount of advertising and contained considerable information with regard to the touristic complexes of Zambia. The Guide was considered by many to be one of the best tourist publications ever produced. The second edition is now being prepared. The Bureau also produced 1969 Desk Diary, a greater selection of post-cards than has ever been produced before, a new "Nyau Dancer" poster, and the three new complex brochures covering Western, Central, and Eastern regions of Zambia. Several other items of publicity material were distributed throughout the year.

During the year tourist maps were produced for the first time of the Luangwa Valley Game reserve, the Kafue National Park, and a Tourist Map of Zambia. Meetings were also held with representatives of the Survey Department and with the Directorate of Overseas Surveys from the United Kingdom in regard to the preparation of a new tourist map of Livingstone. Preliminary negotiations were also held with regard to the preparations of a tourist map for the Sumbu Game Reserve complex on Lake Tanganyika.

In addition, the Bureau participates in fairs and exhibitions and other national or international events, prepares and organises programmes in press, radio and television and measures the effectiveness of various publicity media; participates in joint publicity and advertising campaigns in collaboration with the private sector of the industry (carriers, hoteliers, tour operators).

It also organises familiarisation tours. In the past, the Bureau has organised the visit of travel agents from Scandinavia, Germany and the United States. During 1969, the Bureau stepped up its promotional campaign in particular in the United States of America which is the main potential market for Zambia. In addition, increased efforts were made in the U.K./ European region. Familiarisation tours were arranged from the United States in conjunction with Inter-continental Hotels for the extension of a Pan American World Airways Inaugural Flight to Nairobi, the extension to Zambia lasted one week in November 1969, and was a great success.

Overseas Representation - the Bureau has offices in New York and London. The New York office, formerly operated through a Public Relations firm, was run independently by the Tourist Bureau for the first time in 1969 and proved to be most successful from the point of view of promotions and

and tour operations. The London office covers European promotion as well as publicity and promotion in the United Kingdom.

The Bureau represents Zambia at international travel and tourist conferences in the sole capacity as the national tourist organisation. Zambia is a member of I.U.O.T.O. and the American Society of Travel Agents.

Facilitation - See Section 5.

3. Internal and Infrastructural Organisation

In the 1965 Annual Report of Minister of Commerce and Industry, it was stated that Zambia's airline and hotel capacity were already overstrained and the tourist industry could only be expanded when these were built up. However, the necessary infrastructure is now being adequately enlarged.

The Hotels Board is responsible for ensuring that hotel standards are maintained. It carries out annual inspections and has introduced a classification system.

Negotiations have been carried out by the Ministry of Commerce and Industry and the Industrial Development Corporation for construction of new hotels at Lusaka and Victoria Falls.

The Government has built a new international airport at Lusaka. This airport which cost over £6 million is 13,000 feet in length and can accommodate any type of aircraft.

4. Government Participation

(i) Ownership or shares in hotels:

The Government is in the process of setting up an Hotel Development Corporation which will assume the responsibility for the construction of new hotels and the expansion of existing ones. Wherever possible, private enterprise will be encouraged to own, build and operate the hotels but where this does not happen the Government is prepared through the Hotel Development Corporation to go ahead either on its own or in partnership with private enterprise. A feasibility survey is at present being carried out to ascertain the desirability of appointing an international organisation to supervise the operation of Government-owned hotels and game park lodges.

The Intercontinental Hotels in Lusaka and at the Victoria Falls are examples of joint financial participation between the Government and Pan American World Airways.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

The Hotel Development Corporation will grant loans and guarantees for construction and expansion of hotels. An amount of £115,000 has been reserved in

the plan for this purpose. The Government has also entered into vast financial participation in the construction of hotels, as in the case of the Intercontinental Hotels between the Government and Pan American World Airways.

(iii) Income tax and other concessions to hotel income:

Under a recent amendment to the Income Tax Law hotels of a certain standard can, upon the recommendation of the Hotel Board, be classified as industrial buildings and become eligible for rebate on tax.

(iv) Import duty concessions on material and equipment for hotel or other tourist construction:

None

(v) Provision of public funds for publicity purposes:

In 1966/67 \$291,559 was allocated to tourism; more recent figures are not available.

(vi) Government expenditure on infrastructure:

The Government has spent £6 million on the new international airport at Lusaka, and supplied about £2 million of the expenditure on the new Intercontinental Hotels. Over half a million pounds has already been spent on opening game reserves to visitors and there has been considerable expenditure on the road system which links the various parts of Zambia. Holiday resorts have been developed on Lake Kariba and others are planned for Samfya on Lake Bangweulu. Both closed and open air museums have been situated at Livingstone.

The sum of £69,000 has been provided in the Four-Year Plan for development projects to be carried out by the National Tourist Bureau itself. In addition, the sum of £1 million has been included in the Plan to enable new lodges to be constructed in the National Parks, and viewing roads and other tourist amenities to be constructed there. A further sum of £220,000 has been provided for the development of the Mosi-oa-Tunya National Park.

5. Action Taken During 1969

One significant development during 1969 was the establishment of the Top level Committee on Tourism which was appointed by the President of Zambia and chaired by the Vice-President. The Committee met twice during 1969 and discussed major problems confronting the tourist industry such as facilitation, accommodation, communications, and tourist development.

During the year the facilitation problem continued to frustrate the tourist industry but there were considerable improvements in the processing of tourists through immigration posts both at the international airports and

at the border posts. During the year negotiations were held with the Department of Immigration and the Ministry of Home Affairs with the proposal for improvements in the procedures. These included suggestions for the introduction of:

- (a) The Group Visa
- (b) The simplification of immigration entry forms, and
- (c) The suggestion that payment for visas should be made in the countries of origin.

It was hoped that some of these facilities would be introduced early in 1970.

The "International Year for African Tourism" was celebrated by all countries of the African Travel Commission. The Zambia National Tourist Bureau, in order to celebrate this particular occasion, was able to publish four stamps to commemorate the International Year of African Tourism. Considerable publicity was given to this event both in the press and by means of poster distribution. The purpose of the International Year of African Tourism was to make known to the world the tremendous tourist facilities which Africa had to offer visiting tourists.

However, the acute lack of accommodation in game reserves continued to restrict severely the expansion of the tourist industry.

Improvements in the Livingstone and Victoria Falls complex have recently been undertaken. The Tourist Bureau has now taken over the responsibility for the Wildlife Safari site bordering the Zambesi River and improvements to the facilities there have been effected. A major project recently completed was the erection of the Knife Edge Bridge which links the area near the Eastern Cataract of the falls with the promontory and enables tourists visiting the Zambian side of the falls to have a much improved view of the main falls, including the "Devil's cataract", the "Arm-chair" and the "Boiling Pot".

The Bureau has also taken over the running of the Lodges at Kasaba and Nkamba Bay and new fishing boats including powered craft have been purchased to improve the fishing facilities.

In order to improve the Bureau's booking system, radio teleprinter sets have been installed linking Lusaka, Kasaba Bay and Luangwa Valley. Plans are presently well advanced for further links between Lusaka, London and New York.

6. Future Plans for the Industry

The amenities at the Falls will be developed to the maximum that the available funds will bear and efforts will be made to improve passenger services wherever the demand justifies this.