

Chronological: World Tourism Organization, D.C., 1985-05-07

Senator Daniel K. Inouye Papers
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news from

Senator DANIEL K. INOUE

topic:

25th Session of the Executive Council
of the World Tourism Organization

date:

May 7, 1985

release date:

I wish to thank Undersecretary Tuttle for her kind invitation to address the delegates and guests at today's opening ceremony of the 25th Session of the Executive Council of the World Tourism Organization, and to welcome all of you.

When one considers that over 200 million people, or just about 3 percent of the world population, are international tourists each year, it is not difficult to understand what a powerful instrument for international understanding and goodwill tourism is.

And when one considers that international tourism receipts are over \$100 billion (total world travel including domestic travel amounts to more than \$1,440 billion), it is not difficult to appreciate how important tourism is to the global economy.

The 22 countries participating in this international tourism meeting are represented by Tourism Ministers and Secretaries of State for Tourism; and I believe that clearly demonstrates how important their governments regard tourism.

I am especially pleased that my own country is represented by an Undersecretary, because it wasn't too many years ago that our top government tourism official had the title of Executive Director.

So in that respect at least the United States has recognized what has long been apparent to most countries of the world.

I wish that were the entire story, but unfortunately it is not. In terms of funding our national tourist office, the United States ranked 38th, according to the latest statistics I have seen. And now, the Administration proposes to terminate even that meager effort.

I am reasonably confident, however, that Congress will not permit this to happen, and the United States Travel and Tourism Administration will remain in business.

The attitude of the Administration, which is very much the same as previous ones -- Republican and Democrat -- is, of course, short-sighted. By the same token I do not want to give the impresssion that everyone in Congress is fully aware of Tourism and its importance. The sad truth is there is a good deal of myopia on Capitol Hill, as well.

But the travel industry has been able to generate support in Congress, because it has been able to flex its "political muscle." And "political muscle" translates into government support, in every country in the world.

When I accepted Secretary Tuttle's invitation I was told that the delegates and guests would be interested in hearing about methods of building government support for tourism.

I will try to respond to Secretary Tuttle's suggestion by briefly explaining what I mean by "political muscle", and how the travel industry developed the "political muscle" it has.

The travel industry is one of the top three in almost every one of our 50 states, and employs over 6 million people. In practical, political terms this means that in almost every congressional district in the United States there are businessmen and women who are providing goods and services to tourists; and there are hundreds of thousands of men and women in those districts whose livelihood comes from employment in the industry. These businesspeople and those they employ are voters who have a very real interest in seeing that the means of their livelihood is not crippled or destroyed by ill-advised government action.

They are the voters -- and they are the ones who send Congressmen and Senators to Washington -- and decide whether they stay.

Think about that for just a minute. How many waiters, waitresses, bartenders, and owners of restaurants would be unemployed and out of business if the government passed a law which no longer allowed the expenses for business entertainment to be tax deductible?

Or what would happen in the motel and hotel industry, if in the face of another energy crisis, the government encouraged the weekend closing of gasoline stations as an energy conservation measure?

Government support for any industry is therefore related to the ability of the constituency of that industry to unite and make its voice heard. That is political muscle.

When our automobile industry, or our steel industry, or organized labor wants the government to know how it feels about an issue, its members come to Washington. I can assure you the doors in Congress are open to them; and so are the doors in the White House. They are heard, and they get results. In other words, they are flexing their political muscle.

This is the same message I delivered to the travel industry about fifteen years ago.

Even then, it was our third largest industry and employed over 4 million people. But it was not united, and in effect, it did not recognize itself.

The airlines looked out for their immediate interests; as did the hotels and motels; the resorts; the buses; and so forth. And, of course, the small businesses, which make up about 98% of our tourism industry really had no tourism voice at all. Since the diverse segments of the tourism industry did not perceive themselves as having any common interests, they obviously could not speak with one voice and "flex their political muscle" should the occasion arise.

And the occasion did arise in 1973, when the world faced an energy crisis. As part of its effort to deal with that crisis our government proposed to adopt a contingency fuel allocation program which would have classified a significant segment of the tourism industry as "non-essential."

To anyone aware of tourism's economic importance this proposal was very ill-advised. Nevertheless, the initial response from the industry was weak and scattered. In fact some segments weren't particularly concerned because they did not come under the "non-essential" classification.

At that point, I introduced a resolution in the Senate which called on the Federal Government to consider the economic importance of tourism whenever it proposed to ration or allocate fuel.

That resolution became a rallying point for all segments of the industry, and individuals as well as the companies themselves urged their elected representatives to support my resolution. As a consequence, 71 of the 100 members of the U.S. Senate co-sponsored that resolution and it was unanimously adopted by the Senate.

That, I believe, was the first time the industry united, and spoke with one voice. In other words, it "flexed its political muscle", and government support followed.

The next step was the 5-year National Tourism Policy Study which was undertaken by the Senate, with the cooperation and full participation of all segments of the travel industry.

The result was a final report and legislation establishing a National Tourism Policy, and creating an Undersecretary of Commerce for Tourism to administer that policy.

In my view, the National Tourism Policy Study, more than any other single event, is responsible for enabling the industry to generate the government support it has. That Study:

- o Succeeded in unifying the diverse segments of the travel industry to work towards their common interest. Prior to that, as I have noted, each segment was primarily concerned with what affected its narrow interest, and ignored other problems which threatened the industry as a whole;
- o Established a cooperative working relationship in the national interest between the Congress and the industry.

As a consequence many elected officials began to realize tourism is important to the national interest, and to take that importance into consideration in their decisions affecting energy, tax policy, etc.

I don't want to give the impression that the industry is united on all issues, or that Congress and the executive agencies fully appreciate the importance of the industry. Manifestly this is not the case. But the seeds have been sown.

In the Congress one now finds a House Tourism Caucus and a Senate Tourism Caucus. One will also find an industry council to advise the Senate Tourism Subcommittee.

And in the Executive Branch, there is a statutory Travel Industry Advisory Board to advise the Secretary of Commerce.

On the industry side, there is a highly prestigious industry committee under the aegis of Travel Industry Association of America, which at no cost to the government, developed an industry marketing plan for the United States Travel and Tourism Administration.

For purposes of uniting and flexing its political muscle, I believe the most significant development within the industry, since the National Tourism Policy Study, took place in 1982. Three years ago the industry established the Travel and Tourism Government Affairs Council for the purpose of representing a unified viewpoint on legislative and regulatory issues.

In at least one respect the language of politics is universal. Politicians the world over respond to those interests which are united and large enough to affect the political order.

Tourism by its very nature is a large industry because it involves so many goods and services. And, as I have noted, global tourism receipts total over \$1 trillion dollars.

So, the task force which the industry faces in any country where it seeks its government's support, is to unite and speak with one voice.

Whenever that occurs the industry has political muscle and that means the government will listen.

Again I wish to thank you, and extend my best wishes for a successful meeting and pleasant visit.

Gregg
Call Steve &
Jessica -
Doug Murphy?



UNITED STATES DEPARTMENT OF COMMERCE
The Under Secretary for Travel and Tourism
Washington, D.C. 20230

April 12, 1985

1985 APR 22 AM 9:00

Honorable Daniel K. Inouye
Committee on Commerce, Science,
and Transportation
U.S. Senate
Washington, D.C. 20510

Dear Senator Inouye:

I am pleased that you have agreed to address the delegates and guests attending the opening ceremony preceding the 25th Session of the Executive Council of the World Tourism Organization, May 7. Your presence will confirm the importance which the United States assigns to tourism, both as an agent of economic development and as a factor in international relations. 1

The delegates are interested in methods of building political support for tourism and are curious about the Senate Tourism Caucus. They are particularly interested in how and why it was organized, how it is structured and interfaces with the private sector, what it does and what issues it deals with, and whether a caucus-type organization could work in their own countries. It would be appropriate if, in your address, you discuss the Caucus and how that type of mechanism could function effectively within other countries. 11

Your audience will be composed of tourism ministers and secretaries of state for tourism from 22 countries, plus U.S. Affiliate Members of WTO, official observers and the press. Countries represented will be Algeria, Argentina, Bulgaria, Costa Rica, Ethiopia, France, Gabon, India, Indonesia, Italy, Japan, Lebanon, Nigeria, Rwanda, Sri Lanka, Switzerland, Syria, Togo, the Soviet Union, the United States, Zimbabwe, and Spain (non-voting member). Observers are expected from the Peoples Republic of China and Australia.

You will be sharing the dais with Victoria Chitepo, Minister of Tourism and Natural Resources of Zimbabwe; Mr. Joop Ave, Director General of Tourism of Indonesia; Jonathan S. Linen, President, Travel Services for the U.S., American Express Company and Publisher, American Express Publishing Corporation; Edward J. Derwinski, Counselor of the State Department; J. Arthur Brown, Associate Administrator of the United Nations Development Program; and Robert C. Lonati, Secretary General of WTO.

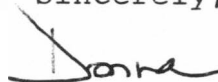
The program will open at 10:00 a.m. Your address has been scheduled for 10:20 a.m., and you will be our principal featured speaker. You will be followed by Messrs. Brown, Lonati and Linen.

The enclosed schedule of events is for your information.

The opening ceremony will be held in the Loy Henderson Conference Room on the first floor of the Department of State. The Conference Room is accessible via the Diplomatic Entrance at 2201 C Street, N.W., and I will arrange to have a visitors pass and escort waiting for you there.

After the ceremony, the U.S. delegation will host a Heads-of-Delegation luncheon which will be held in the Indian Treaty Room at the Old Executive Office Building on the White House grounds from 12:15 p.m. to 1:45 p.m. You are invited to attend, and I hope your schedule will permit you to join us and to meet the delegates.

Sincerely,



Donna F. Tuttle

Enclosure

OPENING CEREMONY
Executive Council
World Tourism Organization

Loy Henderson Conference Room
U.S. Department of State
Washington, D.C. 20250

May 7, 1985

<u>EVENTS</u>	<u>TIME</u>
OPENING	1000
Disney Voices of Liberty Acappella Choir	
WELCOME	1010
Honorable Edward J. Derwinski Counselor of the State Department	
CONVOCATION	1015
Honorable Donna F. Tuttle Chairman of the Council (1985), and Under Secretary of Commerce for Travel and Tourism	
ADDRESS	1020
Honorable Daniel K. Inouye Senator, Hawaii (D)	
ADDRESS	1040
Honorable Arthur Brown Associate Administrator United Nations Development Program	
ADDRESS	1100
Honorable Robert C. Lonati Secretary General World Tourism Administration	
ADDRESS	1105
Mr. Jonathan S. Linen President Travel Related Services for the U.S. American Express Company, and Publisher American Express Publishing Corporation	
CLOSING	1110
Disney Voices of Liberty Acappella Choir	