

IV. LIAISON WITH ALLIED INTERESTS

The promotion of tourist travel in recent years has become a highly specialized task involving considerable experience and technical skill along varied lines and requiring a spirit of co-operation among all organizations which individually provide services for the tourist and combine to cater for the tourist industry on a national basis.

Any country wishing to attract tourists must have the necessary scenic appeal, recreational facilities, climatic, and other resources to lure and satisfy the visitor. New Zealand possesses these assets in abundance and in great diversity.

To cater for the many requirements of travel, however, there must be adequate equipment to provide access, accommodation, comfort, and pleasure, and the successful development of the industry depends largely on the extent to which the demand for these facilities can be satisfied. The Department is fully aware of the necessity for catering adequately for the requirements of the present-day traveller, and has been assisted in its examination of these complex problems by the Tourist Development Committee, an advisory body comprising representatives of all major organizations directly connected on a national basis with the tourist industry of New Zealand. During the year under review the Tourist Development Committee has continued its activities.

Matters which the Committee has investigated include the following:—

- (1) Adequate advertising and publicity for New Zealand's tourist attractions:
- (2) Consideration of the Department's recommendations to the Royal Commission on Licensing on aspects of the licensing laws as they apply to tourist resort hotels:
- (3) The provision of modern transport facilities:
- (4) The establishment of training schools for hotel staff:
- (5) Proposals for the "staggering" of the annual holidays of workers, where possible, throughout the travel year to minimize congested travel facilities at peak periods of the year:
- (6) Plans for improvements to the principal tourist resorts:
- (7) The development of the major spas of New Zealand along the lines of modern health resorts:
- (8) The better utilization of the national parks, scenic reserves, and public domains of New Zealand for the use and enjoyment of the people, including the provision of cabin camp accommodation at selected public domains which cater largely for travellers.

Some progress has been achieved in some sections, but many difficulties have been experienced. Efforts are being made to secure a general improvement in the standard of tourist hotel accommodation, a work which is most necessary, but in view of the shortages of building materials and labour, in addition to the housing problem, it is not likely that large-scale hotel constructional work will be possible for some time to come. To the extent that these conditions permit, a policy of improvements to hotel accommodation is being encouraged in an effort to obtain higher standards as soon as possible.

The citizen of to-morrow will be travel-minded. He will demand comfortable travel facilities by air, rail, road, and water, and will expect hotel accommodation of a reasonably high standard of service. There will be keen competition for his patronage, and this country will have an opportunity of taking an increased share of the world's tourists. For this reason the tourist industry would be given a high priority in the national scheme for future progress.