

TRAVEL LOG of Iris Jones



Guides aplenty to send you packing

The annual spring outpouring of travel information includes a lot of good tips for young people planning to travel abroad this year.

The American Institute for Foreign Study has a free catalog describing more than 100 educational travel programs for students from junior high through college age.

The programs range from one week to a full academic year and include destinations throughout Europe, as well as in Africa and Asia.

Write, specifying your age and the length of program that interests you, to AIFS, Department N, 102 Greenwich Ave., Greenwich, Conn. 06830.

A program of low-cost transatlantic charter flights, designed primarily for youths and students but open to the general public, has been announced by the Council on International Educational Exchange.

They will send you a 1979 Student Travel Catalog if you write to 777 U.N. Plaza, New York, N.Y. 10017. The catalog includes 66 pages of information on travel, study programs, work exchanges and international discounts and benefits. Send 50 cents for postage and handling.

It also includes information on identity cards, accommodations, Eurail and Britrail passes, car rentals, travel insurance, recommended books and guides and student tours.

The low-cost transatlantic flights include weekly departures to Paris and Zurich from New York, respectively \$179 and \$199 one-way, or \$239 and \$319 round-trip.

The Eurail Youthpass, which is available to anyone younger than 26, gives you unlimited second class rail travel throughout Europe for \$260 for two months. This compares to the \$390 two-month rates for those older than 26.

The French National Railroads added a new entitlement for youths and others this year with its Total Transportation Package. This lets you use rail, bus, subway and auto travel throughout France for one price.

Adults pay \$95 second class and \$150 first class for seven days of rail travel, unlimited travel on the Metro subway in Paris for four to seven days, a free pass on trains linking airports to downtown Paris, a 10 percent discount on hundreds of bus excursions and a voucher for a one-day car rental with 100 kilometers of gas.

Children 4-12 pay \$60 and \$85 for this pass and children younger than 4 travel free.

Rates also are available for 15-day or one-month passes. If you consider this pass, check the rates carefully and compare with regular rates or Eurailpass rates to see if it is really a bargain for your vacation; that depends on the size of your group and how much you will use it.

If you are traveling to France you might also be interested in balloon tours of the Loire Valley. Air Inter flights within France for \$135 a week or \$210 for two weeks, canal tours through Burgundy, chateau hotels sponsored by Relais et Chateaux, two-day trips through various wine areas by the Paris Vision Bus group, tours of the Stonehenge-like stone megaliths in Brittany, etc.



Where better to spend spring (summer, fall or winter, for that matter) but in Paris? (Photo by Micky Jones)

You might also like to know that 1979 is the year of the Norman Abbeys, and good tourist opportunities are available.

Branniff begins three flights a week from Detroit to Paris in June 1979.

If you'd like a brochure called Paris on a Budget, contact your travel agent.

A NEW PASSPORT OFFICE has opened in Detroit, so waiting in line at the post office is unnecessary. You'll find it in the McNamara Federal Building, 477 Michigan

Ave., Detroit. Phone: 226-3878.

To renew a passport, call the office for a renewal form and take it along with a \$10 check, two photos (2 inches by 2 inches) and your old passport to the Detroit office. It will take about one week to process.

HUMORIST STAN MIDLGY is still bicycling his way around the World Adventure Series, and his film "Southern California, Los Angeles to Las Vegas" will be shown at 2:30 p.m. Sunday, April 1, at the Detroit Institute of Arts.

By IRIS SANDERSON JONES

Business of travel debated

Should government or the industry coax foreign visitors to the U.S.?

Pick up any magazine and you will see the four-color ads foreign governments use to attract tourist dollars to their countries. "See the Canadian Rockies." "Sun in the sunny Caribbean." "Watch the Changing of the Guard in London." The Eiffel Tower, the Taj Mahal.

Some of these advertisements are placed by private industry: Air Canada, Air India, Caribbean cruise lines. Most are sponsored by the federal governments of the countries involved, which budget millions of dollars and staff extensive offices to increase their share of international tourism.

Does the U.S. government spend the same kind of time and money attracting Canadian, Mexican, European and other foreign travelers to this country? Should the government spend public tax dollars for this purpose?

A CONGRESSIONAL BATTLE is being waged in Washington this month over legislation relating to those questions, and the result will have a significant effect upon the tourist industry in this country. Foreign visitors spent \$8.5 billion in the U.S. last year.

Insiders in the travel industry have talked about nothing else for months, although little has been written.

The issue, on the surface, is the fate of the United States Travel Service (USTS), a government agency that competes abroad for tourists who might spend their money in the United States. The real issue, according to the travel experts, may be this: Is travel merely leisure for the affluent or is it a major factor in our economy?

On one side of the battle line is the Office of Management and Budget, which is enforcing the Administration's desire to stop spending tax dollars to promote the U.S. as a tourist attraction.

The tourist industry is healthy enough, the government says. Let private industry spend money to attract travel dollars to the U.S.

On the other side is the private tourist industry and all its various professional organizations, which unanimously agree that it takes more than self-interest promotion by airlines and tourist sites to attract the American share of the foreign tourist trade.

Almost every other country in the Western Hemisphere has a national tourist policy, a federal tourist agency and a decent budget, they say. What's the matter with us?

Somewhere in the middle is the already-wounded United States Tourist Service and a congressional committee that is trying to save it from extinction.

USTS was founded in the 1960s to attract tourists to the United States, at a time when Americans spent millions of travel dollars abroad. The organization opened offices abroad, promoted the U.S. as a tourist attraction and supported domestic projects of service to foreign visitors.

In 1976, Congress added a domestic branch to encourage Americans to spend their tourist money at home. The tax furor of 1978 prompted the government to cut the domestic service.

This year, funds were eliminated from the federal budget entirely, cancelling the international program and eliminating USTS.

If this decision stands, a small amount of research and coordination will be done by the International Trade Association, but otherwise the federal government is out of the international tourist business.

TWO COMPROMISES are being discussed. A non-profit organization called Discover America Tourist Organization (DATO), which represents most public and private segments of the travel industry, proposes a quasi-public corporation to carry on the work of USTS.

DATO president William Toohy, former public relations director of Henry Ford Museum in Dearborn, recently testified before the Senate National Tourism Policy Study, which is chaired by Sen. Daniel K. Inouye (D-Hawaii).

Toohy recommended a 15-member board of directors, to be selected by the President and approved by Congress, from senior officers of travel corporations and organizations that represent travel in the U.S. The group would develop a travel program to stimulate

foreign travel to the U.S.

Toohy argued that airlines, hotels and other firms advertise their own routes and products, but only the government can sell the idea of travel to the U.S. as a whole. He also said that smaller business enterprises that cannot afford international promotion schemes would suffer if the government withdrew.

Funding for this board would come either from the travel industry, which the government favors, or from the government, an idea which appeals to the travel people.

The second compromise comes from Inouye's committee, which proposes that USTS be retained but cut in half this year, reducing its \$13½ million budget and 50-member staff to about \$8 million and a 25-member staff.

The Administration publicly opposes both ideas.

In Detroit is an example of governments promoting tourist wares abroad, and it is often referred to by supporters of the idea. The Canadian government spent \$13½ million last year (same as the U.S.) to promote Canada as a tourist attraction. Part of that money was spent on the Canadian Government Office of Tourism in Detroit, which provides information to the media and the public about Canada.

George Bryant, associate travel editor of the Toronto Star and 1979 president of the Society of American Travel Writers, recently told SATW members that Canada supplied 60 percent of the foreign visitors who came to the United States.

He said that Canadians must continually be sold on U.S. travel now that the Canadian dollar is worth only about 83 cents U.S. Canadian travel agents are selling cheap trips to Europe, Africa and Asia, so the competition is strong.

"As to the private sector taking over, it doesn't work," Bryant said. "I've watched both systems operating in Toronto, and the USTS wins hands down. Before USTS opened its Toronto

office, it took days, sometimes weeks, for the public to get information on various states, regions, or attractions in the U.S. Often it never came. In the meantime the inquirer opted for another destination.

"I know because we used to get the frustrated calls."

MICHIGAN TRAVEL COMMISSION Director Jack Wilson agrees. "Travel is among the top three industries in 46 out of 50 states. It's the second biggest industry in Michigan, where tourism earned \$4.7 billion in direct earnings, \$3.6 billion in industry spinoffs and supported 375,000 jobs. It paid \$157.4

million in taxes, not including taxes from corporations like hotels and airlines.

"In spite of this, the travel industry has no lobby in Washington and we still don't have a national tourism policy that will recognize the importance of the industry and establish national priorities relating to travel."

He thinks that whatever happens in Washington, the United States Travel Service is already on its way "down the tubes" and that DATO's compromise proposal of a quasi-public corporation should be supported along with strong support for a national tourism policy.

Senate Bill 233, cutting USTS in half, has already been approved by the Senate and is on its way to the House of Representatives.

Effective April 1:

New weekly California rates from Hertz.

And there's no charge for mileage.

Sub-Compact \$99 Only a week	Air-conditioned Fairmont (2-door or 4-door class car) \$119 a week
Air-conditioned Granada (or similar class car) \$129 a week	Air-conditioned Thunderbird (or similar class car) \$149 a week

Save with the Superstar when you rent by the week and see all the beautiful sunny California places you've always wanted to see.

Call 800-654-3131
Or call your travel consultant.

Going to Florida or Hawaii?

Check our special Florida and Hawaii Touring Rates, too. When it comes to making your vacation brighter, nobody does it better than Hertz.

Broncos and Vans, too!
Call Hertz and ask about rates and availability.



The Superstar in rent-a-car®
HERTZ RENTS FORDS AND OTHER FINE CARS

Hertz California Touring Rates. These rates are available at participating Hertz locations throughout California. They are non-discountable and subject to change without notice. Gas is not included. Cars must be requested at least 7 days in advance and returned to any Hertz location in the renting city, otherwise higher weekly rates or other/additional charges will apply. Check Hertz for details.

LIVONIA TRAVEL SERVICE
PHONE 478-5800
29225 WEST SEVEN MILE ROAD
LIVONIA, MICHIGAN 48152

EUROPE
Air Only - Round Trip

LONDON	\$349.00
ROME	\$419.00
FRANKFURT	\$359.00
WARSAW	\$490.00

USA SUPERSAVERS
Round Trip

HAWAII	\$389.00
LAS VEGAS	\$172.00
LOS ANGELES	\$170.00
FT. LAUDERDALE	\$144.00

PLEASE BOOK NOW
CALL 478-5800

* Some Restrictions Are Applicable. Taxes Not Included.
** Some Restrictions Are Applicable.

LAS VEGAS
AS LOW AS **\$169**
AIRFARE ONLY

SAVE NOW!! PRICES REDUCED!!

Save up to \$72 per couple staying at the Hacienda or the Holiday Inn Downtown for 4 nights. \$209 per person double; \$259 per person, single. Departures April 1-5, April 5-9 (long weekend!), and April 9-13. Other hotels available include the Westward Ho, Sahara, Sands, and Riviera.

Departures continue every Friday and Monday April 13 thru May 18 via World Airways DC-8 jet. Prices range from \$185 to \$295 plus fuel surcharge.

OPERATED IN CONJUNCTION WITH TRAVEL CHARTER, INC.

Samson TOURS inc.
HOURS: Mon-Sat, 10 a.m.-7 p.m. (313) 553-7300
Call Your Favorite Travel Agent for Reservations and Information.