

LEGISLATIVE ASSEMBLY OF ALBERTA

Title: **Tuesday, May 19, 1987 2:30 p.m.**
Date: 87/05/19

[The House met at 2:30 p.m.]

[Mr. Speaker in the Chair]

head: **PRAYERS**

MR. SPEAKER: Let us pray.

At the beginning of this week we ask You, Father, to renew and strengthen in us the awareness of our duty and privilege as members of this Legislature.

We ask You also in Your divine providence to bless and protect the Assembly and the province we are elected to serve.

Amen.

head: **PRESENTING PETITIONS**

MR. HAWKESWORTH: Mr. Speaker. I'd like to present a petition received in my constituency office last week, signed by 229 people in the Calgary area, protesting the proposal to deinsure chiropractic services under the health care insurance plan.

head: **NOTICES OF MOTIONS**

MR. HORSMAN: Mr. Speaker, I would like to give notice of motion that I would then subsequently ask hon. members to consent to dealing with today. I'd like to read it into the record:

BE IT RESOLVED THAT, the Assembly congratulates the Medicine Hat Tigers, its players, coaches and management for winning the 1987 Memorial Cup, emblematic of junior hockey supremacy in Canada. In the sixty-nine year history of the Memorial Cup, this is only the fourth time the Cup has rested in Alberta and the first time since 1966.

[applause]

MR. SPEAKER: Being somewhat prejudiced in this matter, the Chair asks for the unanimous consent of the House to deal with the motion.

HON. MEMBERS: Agreed.

MR. SPEAKER: Opposed? Carried.
Hon. minister.

MR. HORSMAN: In moving the motion, Mr. Speaker, may I say very briefly that the motion speaks for itself, and I am indeed proud to represent the constituency. I must say as well that I was pleased to have had as a guest in Medicine Hat on Saturday the hon. Member for Westlock-Sturgeon, who advised me that he would enthusiastically support this resolution since he once tried out as a goaltender for the Tigers in his youth. Unfortunately, he didn't make that team at that time, but he's here as part of the wider team of Alberta, this Assembly. And I appreciate the support indicated as well by the representatives of the other political parties.

I would hope, Mr. Speaker, that this motion would be passed

unanimously today.

MR. SPEAKER: Question. Call for the question. All those in favour, please say aye.

HON. MEMBERS: Aye.

MR. SPEAKER: Opposed, please say no.

Motion carries; let the record show unanimously. The Chair will be only too pleased to send the necessary message of congratulations.

head: **INTRODUCTION OF BILLS**

Bill 43
Alberta Civil Service
Welfare Fund Dissolution Act

DR. REID: Mr. Speaker, I request leave to introduce a Bill, being the Alberta Civil Service Welfare Fund Dissolution Act.

Mr. Speaker, this repeals section 27 of the Public Service Act and allows the Alberta Union of Provincial Employees to transfer the funds to a trust fund managed by the union for the benefit of present and past members.

[Leave granted; Bill 43 read a first time]

Bill 41
Small Producers Assistance Commission Act

DR. WEBBER: Mr. Speaker, I request leave to introduce Bill 41, Small Producers Assistance Commission Act. This being a money Bill, Her Honour the Honourable the Lieutenant Governor, having been informed of the contents of this Bill, recommends the same to the Assembly.

Mr. Speaker, the Bill provides for the creation of the commission as well as the powers and responsibilities of that commission. Its main purpose is to assist small oil and gas producers by bringing together creditors of these producers in order to develop a financial plan to restore their viability.

[Leave granted; Bill 41 read a first time]

head: **TABLING RETURNS AND REPORTS**

MR. M. MOORE: Mr. Speaker, I'd like to file with you and with the Assembly a copy of a news release issued at 1 p.m. today on the subject of modifications to the Alberta health care insurance plan coverage together with an attachment outlining in some detail the fee schedules which are involved, with a fact sheet and a letter from myself to the citizens of Alberta, again outlining in some detail the nature of the changes that will become effective August 1.

MR. SHABEN: Mr. Speaker, I wish to file a response to Motion for a Return 168.

MR. FJORDBOTTEN: Mr. Speaker, I beg leave to table the 1985-86 annual report of the Department of Tourism.

MR. DINNING: Mr. Speaker, I wish to table with the Assembly the 1986 annual report of the Occupational Health and Safety Council, together with the report for the year ended

August 1, 1986, of the Alberta Public Health Appeal and Advisory Board.

head: **INTRODUCTION OF SPECIAL GUESTS**

MR. ADAIR: Mr. Speaker, it's my pleasure to introduce to you and through you to the Members of this Legislative Assembly, five gifted and talented students from the grade 6 class, the challenge class, of the Kennedy elementary school in Grimshaw, located in the largest constituency in the province of Alberta. They will be in the city for a few days, until Thursday, and they'll be touring the University of Alberta. They'll be touring the Space Sciences Centre and other sites of note. Accompanying the five students are one teacher, Mrs. Jodi Schroeder, and one parent, Mrs. Diane Wiedrick. I would ask them to stand and receive the warm welcome of this Assembly.

MR. YOUNG: Mr. Speaker, it is a very rare pleasure for me today to be able to introduce some guests from China. Our Chinese visitors are from Heilongjiang. They are a delegation for scientific and technical co-operation. They're visiting Alberta this week to review the execution of the science and technology exchange agreement, which was signed in March 1985 between Alberta and Heilongjiang province, and a second agreement between the Alberta Research Council and Heilongjiang Academy of Sciences. This involves an exchange of 10 Chinese scientists and 10 Alberta scientists.

Mr. Speaker, as I call their names, I would ask the visitors in the gallery to rise: Professor Zhu, who is the chairman of the Science and Technology Commission and leader of the delegation; Mr. Xu, professor and president of the Academy of Sciences of Heilongjiang province; Mr. Xia, senior engineer; Ms. Chi, who is an interpreter and director of the foreign affairs office; Mr. Pan, engineer and deputy director for planning; and finally Mr. Dai, who is the interpreter with them. I would ask that all members give them the traditional welcome.

head: **ORAL QUESTION PERIOD**

Health Care Services

MR. MARTIN: Mr. Speaker, I'd like to direct my first question to the Minister of Hospitals and Medical Care. The minister has announced outside this Chamber that he will implement a series of unfair cuts on medical services provided by a group of medical specialties. These cuts are unfair to the patients of these medical specialties, whose only crime it seems is that they require the services of medical personnel on the government hit list. The minister has arbitrarily and punitively decided what is medically required for thousands of Albertans.

My question is: why didn't the minister listen to the vast majority of Albertans who wanted these services left as they are? Is it only Tory backbenchers and the A M A he listens to?

MR. M. MOORE: First of all, Mr. Speaker, in answer to the latter part of the question, why we did not leave the services as they are, as I've indicated on a number of occasions in the Assembly, the costs to the health care insurance plan over the last five years have been increasing at the rate of 15 percent per year. We simply cannot continue to pay those very extensive increases in costs to the health care insurance plan, so during this budget year we budgeted for a budget of \$694 million for health care insurance plan basic health services.

We have a utilization increase of between 7 and 9 percent. I have said for some length of time that we would be bringing in measures to try to bring that budget back down to the actual amount that was in the Provincial Treasurer's Budget Address of a few weeks back.

What I have filed today, Mr. Speaker, is a combination of measures aimed at bringing that budget down. It has the accumulated effect on an annual basis of a \$40 million reduction. We need to effect probably about \$60 million, so I'm asking citizens to try to use our health care system with good judgment so that we can in fact gain that additional \$20 million of reduction.

In addition to that, the amendments don't take effect until August 1, so we won't save the entire \$40 million this year. But we're confident that with the other measures that I hope our citizens will take, we can meet the budgetary figures.

Mr. Speaker, in conclusion, there's nothing punitive about any part of this plan. It's not aimed at any one group of individuals; it's fairly distributed in terms of services provided right across the board and still provides a situation in this province where we have the most comprehensive and best coverage of any province in Canada.

MR. MARTIN: Mr. Speaker, that's right; it's after average Albertans. That's who you're going after. Because of this government's mismanagement, it's always average Albertans.

You may recall that there was a 29 percent increase in medicare premiums this year on top of all the other tax hikes. My question is simply this: in view of this huge increase, why did the minister not put a hold on further medicare cutbacks so that our citizens don't have to pay 29 percent more for a heck of a lot less?

MR. M. MOORE: Mr. Speaker, I think we've just explained that. The total decrease in the budget of the Department of Hospitals and Medical Care was certainly very, very minimal, even with the increase in health care insurance premiums. The hon. member has just now realized that it does indeed take a combination of increases in premiums and some reduction in the level of services provided to *meet* the budgetary target.

If we had unlimited resources to pay increasing medical care costs, we wouldn't have been in a position of having to make these moves. But I say again, Mr. Speaker, we think the moves I announced today are extremely fair. They are across all areas of services, and the impact on any one individual will be very, very minimal.

MR. MARTIN: Mr. Speaker, this minister is going to get a surprise. You may think it's fair, but I'll tell you, average people will not think it's fair.

Looking at the services, they have to do with contraception, sterilization, and related procedures. We're going to cut these people off altogether. The minister fails to realize that it's cheaper to make these services available as needed rather than deal with the problem of unwanted children later on. My question: if he's interested in saving money, why has the minister cut back or eliminated so many of the services which are basically preventive in nature?

MR. M. MOORE: First of all, Mr. Speaker, the hon. member didn't have an opportunity to read the full text of attachment A. It begins by saying: List of Physician Services Not Covered by the Alberta Health Care Insurance Plan (Unless Medically Re-

quired.) It ends by saying: If a service should be medically required, it will be an insured benefit under the Alberta health care insurance plan.

So, Mr. Speaker, we are talking about a number of items in the fee schedule for physicians that will not be covered if they're not medically required. There are a number of these areas -- for instance, contraceptive counseling -- where the fee schedule provides a very good opportunity in terms of the annual checkup, in terms of a pregnancy, or a host of other areas for a medical practitioner to provide contraceptive counseling.

In addition to that, my colleague the Minister of Community and Occupational Health and I have been discussing a variety of ways that we might work together and have community health clinics and others provide some of these kinds of services and do it a great deal more effectively perhaps than can be done on an individual contact basis with a medical doctor even though there's still great opportunity in the fee schedule to provide those kinds of services.

MR. MARTIN: Mr. Speaker, again the minister just evades the question. I was talking about prevention. It's him that's deciding what's medically required; that's what's repulsive about this.

I notice that people with vision problems will be forced to pay their own; we can't even have yearly checkups. But I'm worried about the trends, Mr. Speaker. Clearly, this minister is leading us to a two-tiered system similar to Britain. Would he now come clean and tell us precisely what is on his hit list in the very near future?

MR. M. MOORE: Mr. Speaker, the hon. Leader of the Opposition is completely mistaken and hasn't yet had an opportunity to review the material that was provided to him. There is no suggestion whatever that the minister of hospitals will decide what's medically necessary. Surely everyone in this Assembly would understand that a consideration of whether or not one of these items is a medically required service is one that's left to the physician that's attending the patient. I couldn't imagine a more absurd suggestion than the hon. Leader of the Opposition suggesting that I would decide that kind of thing. Again, if a service under any of these fee schedules is determined by a medical practitioner to be medically required, then it will be covered. But that judgment is one that is for the medical practitioner to decide, not the Minister of Hospitals and Medical Care.

I just conclude, Mr. Speaker, by saying the hon. leader's careful reading of the material will indicate again that no one has been unfairly impacted by all of these changes, and this province continues to have the best health care system in Canada.

MR. TAYLOR: A supplementary, Mr. Speaker, if I may, to the minister. It's interesting to hear that he is not tampering with it when obviously the minister is cutting treatment procedures, and this is a hardship. This is in the very front line of medical care. My question is: why does he choose to attack the frontline treatment procedures rather than rationalization of utilization of hospital beds, for instance? Why don't we go at this one step at a time and see what you can save there before you cut here?

MR. M. MOORE: First of all, Mr. Speaker, there's nothing in here that involves the cutting of treatment procedures. The hon. Leader of the Opposition was talking about some preventive

health care measures, and a number of those which are listed here indeed are taken from the fee schedule unless they're medically required.

Insofar as hospital utilization is concerned, I spoke at length in this House about the need to rationalize the hospital bed system. We had a decision with respect to the Edmonton General hospital and the opening of the new Mill Woods hospital that reduces the number of active treatment beds in this city and increases the number of auxiliary care beds. We did the same in Calgary with regard to the opening of the Peter Lougheed hospital. I've written the hospital boards right across the province offering to assist them in moving active treatment beds to auxiliary beds.

There are a whole host of measures, Mr. Speaker, that have been undertaken and a host of other measures that are under way with regard to rationalization of the hospital system. If the hon. leader of the Liberal Party has additional comments to make with regard to the rationalization of the hospital system, aside from his regular ones of suggesting we close rural hospitals, I'd be pleased to receive them.

MR. SPEAKER: Calgary North West, followed by Clover Bar.

DR. CASSIN: Yes, Mr. Speaker, to the Minister of Hospitals and Medical Care. Did the minister and/or his department consult with all of the provider groups of the health services so affected by these changes in the delivery of health and medical benefits?

MR. M. MOORE: Yes, Mr. Speaker. Over the course of the last several weeks I've met or talked with all of the professional people that are involved in the various changes here. This morning I either met with or, on two cases, talked by telephone with every professional organization that has an interest in the matters that are involved in both this news release and the attachments to it.

DR. BUCK: Mr. Speaker, a supplementary question to the hon. Premier. In the old days, before Loto Canada and 649, we thought we were doing something for Irish hospitals when we bought sweepstake tickets. Is the government seriously considering tying some of the lottery funds directly to the ministry of health and hospitals?

MR. GETTY: Mr. Speaker, we did deal with this matter last week. I'm not sure whether the hon. member was in the House at the time. We made the point that the system doesn't require more money being thrown at it. We already have the most expensive hospital and medical care system, per capita, in Canada. We already spend more money on the system now. Therefore, merely adding more dollars isn't the answer, because it is in fact amply funded.

What we have to do is have it more efficient, operating for less dollars and still providing the excellent service. Nevertheless, I should say that there has been an approach from a hospitals group in the province about the potential for a relatively narrow area of research that might be funded in this particular research from lotteries, and that is being given some active consideration.

Economic Outlook

MR. MARTIN: Mr. Speaker, I'd like to direct my second ques-

tion to the Treasurer. This morning the Conference Board of Canada issued its verdict on the Treasurer's 1987 provincial budget. There's no recovery in Alberta, and the Conference Board predicts that the Alberta economy will actually shrink by 1.1 percent, the only province in Canada with a shrinking economy.

My question to the Treasurer: is he now re-evaluating his taxation procedures and policies in view of the Conference Board's new, startling forecast, or is he going to go full speed ahead, gouging average Albertans, at the same time lowering growth and adding to higher unemployment?

MR. JOHNSTON: Mr. Speaker, the Member for Edmonton Norwood of course is well aware that the Conference Board, like many research institutions, from time to time does come down with statements which predict or suggest or formulate opinions about the future of certain economies. We from time to time have these before us, and they are somewhat helpful in terms of providing some guidance as to what assumptions are involved and the conclusions.

But I wouldn't want the record to go without having the full information that the Conference Board has in fact provided, Mr. Speaker. While the Conference Board has come close to the estimate that we've provided in our budget, wherein we've indicated very clearly that there would be a lag of investment in this province through the first quarter or first half of 1987 -- and that is clearly spelled out in our budget presentation -- with the clear expectation that with the return of higher world oil prices, the return of investment in the oil and gas sector would of course flow.

Now, Mr. Speaker, at the same time the Conference Board points out very clearly that Alberta is not alone in facing this slow economic period. In fact, other provinces are forecast to have a similar regime. What should be noted, however, is that the Conference Board does go on to say that in terms of gross domestic product per capita, Alberta currently is the highest and will continue to be the highest in Canada over the forecast period. Moreover, in terms of disposable income per capita Alberta ranks first, second, or third, depending on the measurements. What we have is a clear indication that on a per capita basis, Albertans are well off. And in terms of disposable income, where the tax system protects those people on lower income, in fact the disposable income is protected.

Mr. Speaker, we know we have a challenge before us. We believe investment will come back to this province and economic growth will come here. The "N" in the NDP is for negative, Mr. Speaker.

MR. MARTIN: That was a little weak. We expect more from them, Mr. Speaker. But what we do agree then is that -- and the Treasurer is wrong; we're the only shrinking economy in the country. That's what it says. The most alarming aspect of the Conference Board's forecast is that this represents the second straight year of economic decline under this government.

My question to the Treasurer: how can he justify taking over a billion dollars from average people under these circumstances? How can you justify that?

MR. JOHNSTON: Again, Mr. Speaker, we have had considerable debate here over the past few days, going back to March 5 when we first reassembled, as to the impact of the fiscal plan presented by this government. We have argued clearly before that this \$1.8 billion deficit, which is a very large deficit, prob-

ably one of the highest per capita deficits now in Canada, will in fact allow the government expenditures to flow to the economy.

Moreover, the capital construction program of this province is significant, some \$2.4 billion. Add to that the variety of new initiatives which this government has brought forward to stimulate new capital formation to invest. You can see, for example, that that shows why the jobs per 1,000 in Alberta is, again, among the highest in Canada, if not the highest.

What has happened, Mr. Speaker? The disposable income has been protected by the tax regime. By maintaining the lowest tax regime of any province in Canada, the investment will come back. And I leave a question to all members. I wonder if the Conference Board in fact reflected the new federal energy initiatives, which surely are going to trigger new expenditure, new investment in this province, and I think that with the price of oil on Friday trading close to \$19.86 U.S., that's going to bring a new series of confidence back into this province. I'm betting on the future of this province, and I'm not a naysayer.

MR. MARTIN: Mr. Speaker, we're all betting on the future of this province, because it won't be a Tory government in a couple of years.

Mr. Speaker, just to go back to the Treasurer's own words, he says in his budget that "the labour market is expected to weaken in 1987." Those are his own words, not the Conference Board's. Would the Treasurer now tell us how many more unemployed then he expects flowing from his budget?

MR. JOHNSTON: Mr. Speaker, I'm very optimistic about the reduction of unemployment in this province. As my colleagues the Minister of Career Development and Unemployment and others, including the Premier, have said, any level of unemployment in this province is not acceptable.

But we're bringing forward initiatives, Mr. Speaker, which are unmatched anywhere in Canada with respect to new initiatives, because we know that it is in fact the private sector that generates jobs. We're going to wait until the Opposition, the socialist dogma types across the way, realize that. Until they do, there's no hope for their position.

MR. MARTIN: Mr. Speaker, we're just trying to find out what this Treasurer means. Now he tells us that his budget is all wrong. When he says that "the labour market is expected to weaken in 1987," could he explain how that means there will be an increase in employment? Was he lying in the budget then, and now he's correct? Or what's going on?

MR. JOHNSTON: Mr. Speaker, one knows that when you cast the budget in place, you're taking some risk. In extending the forecast period, you're dealing with about a 15-month period when amazing things can happen.

Let's remember what in fact has happened in this province since the budget was first structured. First of all, we have seen a new resurgence in the price of energy. We've seen energy move out of that low 1986 period. A year ago no one expected the price of energy to go to \$9 or \$10. Now it's trading well into the \$19 to \$20 U.S. range. At the same time, Mr. Speaker, other initiatives in two sectors have supported the strengths of this economy: agriculture in particular, energy more specifically, as I've mentioned.

Mr. Speaker, those are changing dynamics. Now, I know that the frenzied socialists across the way can't adjust to that dynamic situation. They're stagnant in their thinking. We re-

fuse to be locked like that. This government is moving. This government is progressive, and we're going to respond to the needs of these Albertans.

MR. SPEAKER: Member for Edmonton Meadowlark, supplementary.

MR. MITCHELL: Thank you, Mr. Speaker, to the Treasurer. Will he consider revising his budget to better reflect economic reality in Alberta, economic reality that is distinguished by the Conference Board of Canada, by establishing a six-year plan for balancing the budget or an eight-year plan for balancing the budget rather than his present four-year plan, thereby freeing up some money now to create jobs to provide needed human services and to assist in diversifying the economy?

MR. JOHNSTON: Mr. Speaker, if there had been some fault with the budget in terms of providing jobs, then I would entertain a series of recommendations as to how we could adjust and improve on the number of jobs which will be generated in this province. Yet if you look at our record, the record of this government, going back even to May 8, 1986, you will see a clear priority spelt out in everything we have done to do the following: to initiate new jobs, to trigger new investment in this province, to create economic certainty over the future, to deal with the deficit, and bring back a resurgence to this province. That's the clear message we're leaving to Albertans. They understand it, and they're supporting our initiatives.

DR. BUCK: Mr. Speaker, a supplementary question to the hon. Provincial Treasurer. In light of the fact that the budgeting process is expenditure of funds that belong to all Albertans, would the Treasurer seriously consider calling in the mayors of the major cities, the reeves of the counties, and having a consultative process two or three months before the provincial budget comes in? Would the minister seriously consider that?

MR. JOHNSTON: Mr. Speaker, that's a worthy suggestion. It is in fact true that over the course of forming the principles to a budget, you seek advice from a variety of sources. From time to time I listen to the Member for Edmonton Norwood, for example. I very seldom agree with him, but I do listen to him for advice. Nonetheless, it is of course worth considering ways in which we can form the principles for the next budget process, which will be initiated soon, and clearly we look to our partners in government in this province, the municipalities. I know that my colleague the Minister of Municipal Affairs is always in constant contact with those leaders in local government. We respect their views, and that's a very worthy recommendation.

Government Tendering Procedures

MR. TAYLOR: Mr. Speaker, with your permission I'd like to ask a question of the Premier. Over the past number of months the Liberal opposition has been very critical of the fact that this government has repeatedly let out contracts without going to tender. Recently another secret contract deal was for a book commemorating the anniversary of this Legislature. It was given to a faithful Tory without providing other Alberta publishers a chance to bid for the contract. To the Premier. Why do we not have a public tendering process for government contracts?

MR. GETTY: Mr. Speaker, in every case when it is possible to, without directing a particular contract that is maybe location oriented or site specific in terms of the service that can be provided, there is open, public tendering.

MR. TAYLOR: Mr. Speaker, I think that's news to many. Well, in this case then would the Premier instruct the Speaker to provide Alberta publishers with an opportunity to bid on this particular contract?

MR. GETTY: You would want me to instruct who? Who did you want me to instruct?

MR. TAYLOR: I've asked the Premier whether he would instruct Mr. Speaker to provide Alberta publishers with an opportunity to bid for the contract of this particular book.

MR. SPEAKER: The Chair would remind the Leader of the Liberal Party to look at *Beauchesne* 365. The Chair is entirely willing to discuss the matter with any member of the House privately, but it's not a matter of discussion for the House, and that's the procedure according to *Beauchesne*.

The Chair recognizes the Member for Clover Bar.

MR. TAYLOR: Wait a minute. I've got some more supplementaries, Mr. Speaker.

MR. SPEAKER: Well, let's try them please.

MR. TAYLOR: You threw one out, but I have a couple of other here, maybe a little easier.

Mr. Speaker, will the Premier instruct the Minister of Public Works, Supply and Services to prepare a new government contracting policy ensuring that all government contracts are tendered publicly?

MR. GETTY: Well, Mr. Speaker, I dealt with that in answering his first question.

MR. TAYLOR: Obviously, you didn't. Mr. Speaker, the Premier is caviling a bit here. Given that this is not the first controversy this session involving secret sweetheart government contracts for Tory faithful, will the Premier at least agree to a public review of the government contracting practices, the first stage of which would be to support the Alberta Liberal Party's private member's Bill 243 calling for every contract over \$50,000 to be let publicly? Would he do that?

MR. GETTY: First of all, Mr. Speaker, there have been no secret sweetheart tendering contracts for Tory faithful. But secondly, when a Bill is presented to the House, the onus is on the person presenting it. Convince the House, and you carry the day.

MR. SPEAKER: Clover Bar, main question or supplementary?

DR. BUCK: One thing about the Premier, once in a while he should smile when he makes those remarks.

Natural Gas Sales

DR. BUCK: Mr. Speaker, my question is to the Minister of Energy, and this has to do with the natural gas sales to

Manitoba. Is the minister in a position to indicate what progress is being made in the deal that's going on to negotiate either the maintenance of the natural gas prices for Manitoba or the lowering of the prices, in light of the fact that the prices were lowered to Quebec and Ontario? What is the status of the negotiations with Manitoba?

DR. WEBBER: Well, Mr. Speaker, the status of the negotiations is that Western Gas Marketing entered into a contract with the utilities in Manitoba for a two-year pricing deal, with some discounted prices from the previous contract, and the Manitoba government went to the Public Utilities Board in Manitoba to try to have the Public Utilities Board indicate that the rates associated with those contracts not be approved. However, the Manitoba Public Utilities Board did approve those rates and approved the price in those contracts for a time period up until the end of October of this year. Also, the Public Utilities Board ruled on other matters, and at the present time, since the contract is valid and in place, there are no discussions going on to revise that contract.

DR. BUCK: Mr. Speaker, a supplementary to the minister. In light of the fact that the Manitoba users seem to be charging that they're being overcharged \$150 per home, is the minister in a position to indicate if there's any danger of the Manitoba consumer looking elsewhere and Alberta losing almost \$200 million in revenue?

DR. WEBBER: Well, Mr. Speaker, I would suggest that Manitoba look at getting rid of their tax. That has been netted back to Alberta producers and subsequently, through the contract between Western Gas Marketing and the utilities, put back onto the Manitoba consumers -- that the Manitoba government get rid of that tax.

DR. BUCK: But, Mr. Speaker, to the minister: is there any danger of the province of Alberta losing the market in Manitoba? Yes or no?

DR. WEBBER: Mr. Speaker, a contract is in place, and I would hope that the Manitoba government would respect that contract.

MR. SPEAKER: Final supplementary, Clover Bar? Calgary Buffalo.

MR. CHUMIR: Thank you. A supplementary to the minister. Contracts in Alberta are possible with universities and municipalities if regulatory approval is maintained, and this is in accordance with what the Manitoba government is seeking. I wonder if the minister might inform the House as to the government's position about plans of institutions such as the University of Alberta to obtain approval to get the right to purchase gas directly and save up to \$2 million a year.

DR. WEBBER: Well, Mr. Speaker, the hon. member is stretching things a bit to try to get a supplementary on the University of Alberta tendering process that they put in place, tying that to the Manitoba Public Utilities Board case. However, we indicated a few weeks ago that as a result of the ERCB's decision that there should be a surplus of 15 years in place for the core market, there also should be contracts to reflect that surplus criteria. So we outlined a policy indicating that those who were going to enter into contracts in the core area would have to enter

into the long-term contract area. However, if the University of Alberta is able to find gas on a 15-year contract, they would have to go through the normal process of going to the Public Utilities Board for approval.

MR. PASHAK: Mr. Speaker, to the Minister of Energy. Does the government of Alberta have a contingency plan in place in the event that other public utilities boards order that prices of gas be driven down?

DR. WEBBER: Well, Mr. Speaker, the Manitoba Public Utilities Board didn't order that the prices be driven down. In fact, they approved the pricing situation between Western Gas Marketing and the utilities in Manitoba. It's a hypothetical question in a sense in that we haven't had a body come out directly to drive prices down and would have to deal with it as those situations occur.

MR. SPEAKER: Member for Red Deer North, followed by Edmonton Calder.

Adult Illiteracy

MR. DAY: Thank you, Mr. Speaker, my question is to the Minister of Advanced Education. The Canadian Business Task Force on Literacy estimates that there are 4.5 million Canadians who are functionally illiterate, and further estimates show that among the unemployed, functional illiteracy may be as high as 70 percent. This is using a definition of illiteracy as having grade 9 or less and being unable to comprehend want ads, job résumés, or basic training manuals. Is the Department of Advanced Education presently dealing with this difficulty by making funds available to our colleges and institutions to develop programs which deal specifically with the problem of adult illiteracy?

MR. RUSSELL: In answer to the question, Mr. Speaker, there are some programs in place now. I should say, though, that I have difficulty in agreeing with the definition of adult illiteracy as being anything less than a grade 9 education. I think that would be offensive to many Canadian citizens who are quite literate and who have had less formal schooling than that.

Nonetheless, the Department of Advanced Education does have special programs worth about \$1.3 million in place for persons with specific literacy problems. That's in addition to the English as a Second Language program, which deals with many of the newcomers to Canada who have language difficulties, which is different but related to what we're talking about. In addition to that, there are a number of special programs in place, about \$10 million worth, for persons in penal institutions and adults still striving to get basic high school education in order to upgrade their literacy skills.

MR. DAY: A supplementary, Mr. Speaker. The grade 9 definition is only being used in conjunction with lack of comprehension with want ads and basic training manuals. But given the fact that most illiterate adults feel embarrassed about something which is really not their fault, is the minister considering any kind of public appeal program which might coax large numbers of these people in out of the cold, as it were, to training programs which could specifically deal with their illiteracy?

MR. RUSSELL: Well, as a matter of fact, Mr. Speaker, my col-

league the Minister of Education and myself were developing some programs which were to be put forward as additional budget items this year. We know what happened to those kinds of requests this year. This was not the year for them. But certainly it's a program and a problem that will be given ongoing attention.

MR. DAY: A supplementary to the Minister of Career Development and Employment. In recognition of the fact that illiterate adults usually try to hide their handicap, does the department have ways of screening or testing adults in its various training programs to determine their level of literacy so that they can be helped?

MR. ORMAN: Mr. Speaker, there are really two answers to the one question. The first answer is that in the private sector, where the majority of our training takes place, it is up to the people providing that training to determine the level of literacy of the individuals who are coming onto the training program. The second component to that question is that we as a department, through the Alberta career centres, do try and determine the level of literacy of individuals who come to the career centres looking for opportunities to upgrade their skills.

I should also say that our department, under the Alberta vocational training program, provides some \$12 million in the area of literacy training together with English as a Second Language. I believe that of those dollars, 40 percent goes to literacy competency, and I think two out of five individuals who come in under the program are for literacy training. I believe that's some 5,000 individuals. So we are, on an ongoing basis, trying to address it in our programming, Mr. Speaker.

MR. DAY: A final supplementary, Mr. Speaker, to the Minister of Education. Since many adult illiterates only have a grade 9 education or less, has the minister been able to evaluate the junior high program of studies to ensure that even if a student only goes as far as grade 9, his verbal and math skills would still be adequate enough to allow him to function at a reasonable degree of literacy?

MRS. BETKOWSKI: Mr. Speaker, I have somewhat of a problem with the terms "adequate enough." I would not want to counsel any young Albertan to pursue anything less than excellence in his education and in the highest degree of educational attainment possible. I think young Albertans should not limit themselves to a functional capacity, because they deserve and need and have access to far better than that.

MR. GIBEAULT: Mr. Speaker, given the long and increasing waiting lists that people trying to get into literacy programs wait, can the Minister of Advanced Education advise the House what monitoring he is doing of these waiting lists and how long he considers to be an adequate period for people waiting to get into literacy programs? Is it a month, three months, six months, a year, two years? How long are people going to have to wait?

MR. RUSSELL: Mr. Speaker, I don't quite understand the question. If the questioner wants to put it another way ... I described the programs that are in place and the money that is being spent, the special target groups that the department does have in mind. I'm a little curious as to these long waiting lists that the member refers to. The problem, as has been explained earlier, is to encourage people to come and take advantage of

the programs.

MR. SPEAKER: Calgary Buffalo.

MR. CHUMIR: Thank you, Mr. Speaker. A supplementary to the Minister of Education, who is responsible for dealing with these problems with children, which is where the issue should be addressed. What plans does the minister have to improve the quality of education for those children with learning disabilities in light of the cuts in those programs in Calgary and other centres, the only result of which can be greater illiteracy and future serious problems for them and this community in the future?

MRS. BETKOWSKI: Well, Mr. Speaker, there is definitely a balance between providing preventative programs for young people, to ensure that they don't become illiterate adults, as well as the use of resources to address the need in adults. The special education program, which is the rather oblique reference in the first question, does in fact look at the different needs of students and how they learn. Certainly within special education, it is clearly a priority of this government, as evidenced by the fact that there will be no reduction over last year in our support for special education all across this province in '87-88.

MR. SPEAKER: Edmonton Calder followed by Calgary Foothills.

Child Care Centre Funding

MS MJOLSNES: Thank you, Mr. Speaker. My questions are to the Minister of Social Services. The high level of commercially owned child care centres in this province is a stumbling block to receiving the full potential of funding from the federal government under the Canadian Assistance Plan. Many parents and child care deliverers are concerned that the minister will be implementing a needs test to secure more CAP funding and will be eliminating the operating allowance for day care, further missing access to child care in Alberta. My question to the minister is this: what is her intention with respect to the operating allowance for day care? Is she considering withdrawing this allowance?

MRS. OSTERMAN: Mr. Speaker, the hon. member raises a very important question and rather a timely one as a result of what seems to be a public campaign at this point in time by an organization that I have yet to meet and we seem to have some difficulty getting in touch with.

But I would first of all say again that I am doing a full review of the child care area, and certainly I have to take into consideration the funding that should be flowing under the CAP agreement or whatever arrangement the federal government will finally come to. Our problem has been that we do not know what the ultimate arrangement will be with the federal government. The department has undertaken various scenarios in terms of a development of plans that could be necessary, none of which are approved. They are literally on red alert in the event that we need to address the situation quickly, depending on how it unfolds federally.

MS MJOLSNES: A supplementary, Mr. Speaker, to the minister. Will she be discussing with her federal counterpart, Jake Epp, the introduction of a needs test in order to take advantage

of CAP funding for profit day care centres?

MRS. OSTERMAN: Mr. Speaker, I think the opposition to some degree has agreed with government comments that we should be directing our funding in terms of the day care allocation to those in most need. I think it is well known in the public as well as in this House that an operating allowance flows to child care centres right across the province, and it flows without regard to the income that an individual family may be making.

Now, certainly the funds expended in Alberta are far beyond, on a per capita basis, any other government in Canada, and I have said publicly that I may have to redirect some of those funds. What form the allowances will take I can't say at this point in time because that is an administrative function, but I can assure the hon. member that the most generous subsidies possibly available will be certainly in the province of Alberta, as they historically have been.

MS MJOLSNESS: A supplementary to the minister, Mr. Speaker. We certainly are losing a lot of money every year as well. Does the minister foresee any other alternatives for increasing the federal contribution through CAP without implementing a needs test?

MRS. OSTERMAN: Well, Mr. Speaker, the federal minister on many occasions has certainly said that he believes that the centres should be the choice of the parent. If the spokesman on behalf of the opposition is saying that parents in this province shouldn't have a choice with respect to child care, then I am very interested in that statement. It's certainly one that I would make widely known.

This government happens to take the position that parents in the province of Alberta are in the very best position to speak to the child care arrangements that they would wish, and certainly we are continuing to press the federal government to prepare a policy that is fair to all of those parents and acknowledges the choices that they indeed are making.

MS MJOLSNESS: A final supplementary to the minister. I'm sure parents would like to get ahold of some of that money we're losing. In view of the fact that Alberta could gain millions of dollars each year in increased CAP funding if more non-profit centres existed in this province, will the minister see the light and give greater support for nonprofit centres?

MRS. OSTERMAN: Mr. Speaker, the arrangements with respect to child care in this province have grown in a way that has been determined by the choice of the families. I will continue my very best efforts to make choices available to those families.

MR. SPEAKER: Edmonton Gold Bar, followed by Calgary Foothills, supplementaries.

MRS. HEWES: Thank you, Mr. Speaker. Standards, monitoring, and accountability are all absolutely essential for privatization and commercialization of human services. When will the minister make the report on generic standards available for public consultation? We desperately need it, before mistakes are made.

MRS. OSTERMAN: Mr. Speaker, I am not sure whether the hon. member's question is asked in the context of the day care discussion.

MRS. HEWES: Yes, absolutely. Or any other commercialization.

MRS. OSTERMAN: We do have standards in place in the province of Alberta, and I think they're very well known. I realize that as the opposition grumbles over there, they are continually speaking to the education that is inherent in the workers in the child care centres, and as I have said before, that particular area is certainly under review.

It wouldn't be, at least in terms of the time frame ahead of me, something I would want to speak to out of the context of all the changes that might take place in child care, not only as a result of our review here in the province of Alberta but also as a result of the announcement that the federal government may make that we may believe to be appropriate and would want to work in concert with them on.

MR. SPEAKER: Calgary Foothills, supplementary.

MRS. KOPER: Thank you, Mr. Speaker. My question to the minister goes back to these persistent rumours, and in April I asked the question of the minister. She mentioned that there would be a meeting with provincial colleagues. When is this meeting scheduled, Madam Minister, and has the federal government indicated just when they will present their proposals for child care to the provinces?

MR. SPEAKER: The time for question period has expired. Might we complete this series of questions?

HON. MEMBERS: Agreed.

MR. SPEAKER: Opposed? Carry it on.

MRS. OSTERMAN: Mr. Speaker, indeed that is one of the significant hurdles we face in the province of Alberta, because we've had this item under discussion over the course of the last year and were promised a report and some conclusions by the federal government last fall. As yet we have not seen the form the federal policy will take.

We have seen a task force report, and in fact the federal minister, in response to the task force report, still has not indicated how much support within the federal government there is for that report. The ministers across the country that work in the same area that is under discussion here have indicated some major problems with respect to their own time in meeting together prior to the provincial meeting of ministers, which is approximately two weeks away. At that time the ministers will be discussing this question. Unfortunately, the federal government still has not given us an indication of how soon after that meeting they will be letting us in on whatever their proposals are.

head: **ORDERS OF THE DAY**

MR. SPEAKER: Might we revert briefly to Introduction of Special Guests?

HON. MEMBERS: Agreed.

MR. SPEAKER: Opposed? Member for Red Deer South.

head: **INTRODUCTION OF SPECIAL GUESTS**
(*reversion*)

MR. OLDRING: Thank you, Mr. Speaker. It's a pleasure for me to introduce to you and through you to members of the Legislature, two outstanding citizens from the constituency of Red Deer South who happened to endure the same roads up this morning as did the Member for Red Deer South. I would ask that Mr. Dermis Crowe, chairman of the Red Deer College Board of Governors and senior partner in one of Red Deer's top law firms, and Dr. Ed Luterbach, president of the Red Deer junior college, stand. I would ask the Assembly to give these gentlemen the usual warm welcome.

MR. CRAWFORD: Mr. Speaker, I move that the questions and the motions for returns, except 199 and 200, stand.

[Motion carried]

head: **MOTIONS FOR RETURNS**

199. Mr. Mitchell moved that an order of the Assembly do issue for a return showing copies of the studies or reports, preliminary or final, on the basis of which the hon. Minister of Career Development and Employment's press release stated on March 27, 1987, that with regard to job creation and job retention from the business immigration program:

"93 visas were issued in 1986 to entrepreneurs coming to Alberta with accumulated investment capital in excess of \$58 million. It is estimated that this investment capital will result in the creation of 583 jobs and the retention of 215 jobs that otherwise would be lost."

MR. ORMAN: Mr. Speaker, I will accept Motion for a Return 199 with the following amendment, and I have copies of that amendment I will provide you with. Where the motion reads, "copies of the studies or reports, preliminary or final," I would delete that and replace with "copies of the table and related information."

[Motion as amended carried]

200. Mr. Mitchell moved that an order of the Assembly do issue for a return showing copies of documents or studies providing details of the 16 projects approved by the government of Alberta under the business immigration program's "designated venture" status, referred to in the hon. Minister of Career Development and Employment's press release dated March 27, 1987, which states that:

"to date the province has given designated venture status to 16 projects."

MR. ORMAN: Mr. Speaker, I then wish to table a response to Motion for a Return 199 as amended.

MR. SPEAKER: Thank you for the information, hon. minister. With respect to Motion 200?

MR. ORMAN: Did you want the information on Motion 199? [interjections]

Mr. Speaker, I will accept Motion for a Return 200 with the following amendments. Where the motion reads "copies of documents or studies," I would delete that and replace it with

the word "information."

On both of these motions, Mr. Speaker, we are making the amendment because there is no publicly available report which provides the information requested. However, the information conveyed by the table is publicly available information compiled by the federal government.

[Motion as amended carried]

MR. ORMAN: Mr. Speaker, I wish to table a response to Motion 200 as amended.

head: **MOTIONS OTHER THAN
GOVERNMENT MOTIONS**

215. Moved by Mr. Jonson:

Be it resolved that the Legislative Assembly urge the government to immediately initiate, in co-operation with the tourist industry, a comprehensive program to improve training programs and establish career path opportunities by focusing on four levels of training and development in tourism:

- (1) hospitality career awareness programs at the high school level;
- (2) improved short-term training courses for entry-level employees;
- (3) expanded certificate level education for supervisory personnel;
- (4) university level degree programs for professional management.

MR. JONSON: Mr. Speaker, this afternoon in presenting Motion 215, I wish to start by noting that Alberta's third largest industry, tourism, is doing well. In 1986 tourism generated \$2.3 billion in revenue within the province. This represented a growth of 8 percent over the previous year. So, Mr. Speaker, this motion deals with the matter of education and training in an area of business and employment very important to all of us.

Mr. Speaker, I also wish to note that the government, specifically the new Department of Tourism, is doing a good job under the capable leadership of the hon. Member for Macleod. Much has been accomplished and is being done to build up our tourist industry and the hospitality services associated with it. However, we must keep in mind that along with our natural geographic attractions, excellent physical facilities provided by business and government, and numerous cultural and recreational activities, the services provided to our tourists are equally important if the industry is to continue to thrive. Confused reservations, impolite counter service, less than clean facilities, inaccurate marketing data, and so forth can easily negate or enhance, if it's done properly and corrected, the attractions such as the Tyrrell museum, the Wolf Creek golf course, the Ponoka stampede, or the Calgary Olympics.

Mr. Speaker, a few months ago a report entitled the Alberta Tourism/Hospitality Industry Education and Training Needs Study was prepared. In this study certain matters are identified as needing attention. First, it was noted that the image of the industry is positive but the image of working in the industry is quite negative. Second, human resource management skills are lacking in the industry. Third, the industry itself, particularly as it applies to meeting education and training needs, lacks focus and co-ordination.

Mr. Speaker, we need to urge support for strengthening the human resources available to tourism and the hospitality in-

dustry. I'd like to just note and describe to some degree the current situation in the province with respect to our postsecondary training opportunities for people working in this industry.

[Mr. Deputy Speaker in the Chair]

Mr. Speaker, it's recognized that hospitality industry employers are providing to a lesser or greater degree on-site job entry training, but they do need additional support in this effort. Currently 13 postsecondary educational institutions have programs related to tourism. However, closer examination of the situation shows that we do not have a very extensive and certainly not a co-ordinated effort in this area within the province. Of the 33 separate programs that can be found as purporting to support tourism, 20 programs are related to preparing food, and among those listed are those in baking and meat cutting, ones which certainly have some relationship to providing product to the hospitality industry but not only that area. Two programs deal with mixology; four are for travel agents or consultants; four deal with accommodation supervision or management; two are general management programs with a tourism element within them; and only one deals with marketing. There's very little emphasis on marketing management, the whole area of guiding people to destinations within Alberta, and no overall university-level program to deal with top-level leadership in the tourist industry. Several postsecondary institutions are planning additional programs, but each seems to be operating in isolation.

Mr. Speaker, the motion lists four initiatives, four areas for priority attention, and I would like to comment on these. First, there is the need for a hospitality industry awareness program at the high school level. This is an initiative very important to changing the image of working in and making a career in the tourism industry. Students are very interested in knowing where there will be career opportunities in the future but at present look at the hospitality industry as short-term employment and perhaps not all that attractive. We need to ensure that tourism is regarded as an area where you can find employment in an important and dynamic industry, find employment in a place where the customer is very responsive to quality effort and diplomacy. I note from experience, Mr. Speaker, that I think this is one of the best examples in our overall economy where excellence in service has a direct reward coming to the front-line employee, and those who provide excellent service in that area usually make quite adequate incomes. I also think it's very important as part of an awareness program to get across the message that tourism is an area where you can make a career, where there is room for advancement.

Mr. Speaker, there could be various alternatives pursued for developing this awareness program, and I know the Department of Tourism is already working in this area with some of its publications and promotions. But I would just suggest that it could be an element included in certain courses such as the new course in career and life management at the high school level. In some of our large high schools it could actually be a locally developed program within their overall program offerings. We could put greater emphasis on presentations on tours and careers on career days. Work is being done, but certainly more could be done in the way of providing materials, whether they be print or audiovisual type, to career centres and libraries. Certainly in the work experience programs of many high schools there could be some preliminary training and focus upon hospitality-type jobs.

Second, in terms of a priority area for education, Mr. Speaker, it is important that support be given to the industry in

providing short-term training for entry-level employees. I'd like to acknowledge that I'm sure there are few employers in the province that do not make some effort in this regard, but this whole area of pre-employment education can certainly be improved. This effort has to start with an awareness program as well, and there has to be an appreciation of the importance of quality service and the impact this has on business. Because as we know if we've observed the tourist industry at all, Mr. Speaker, the front-line service is extremely important to the overall success of the industry and the image it has with the visitor to Alberta as well as with people right within this province.

Under this second point, Mr. Speaker, there are certain alternatives that could be pursued. We could be providing consultative services to business, seminar short courses, some of which incidentally are being provided through the educational consortia in the Yellowhead and, I believe, also the Pincher Creek area of the province. I would hope that in this area we're not going to look at establishing a number of separate educational institutions or formal programs. What is needed is a general effort, a creative effort in terms of programs in this area, programs which will be on site as much as possible, flexible, informal, and hopefully overall very, very effective.

The third area of need noted in the motion, Mr. Speaker, is that there is the need for expanded certificate-level education for supervisory personnel. It is important to acknowledge that Alberta does have a few programs of this type, but some areas of needed education need to be covered. There are the one- and two-year programs at the technical institutes and colleges, but there need to be established programs with more emphasis on supervisory skills and opportunities of an extension or further education type, which will allow people currently working in the industry to upgrade their skills and knowledge.

There is a lack of programs in accommodation and hotel and motel management. With the possible exception, Mr. Speaker, of the hunting and fishing area, we do not have many programs which focus on the development of historic, geographic, cultural, and economic knowledge which is in turn co-ordinated with the skills of guiding and explaining these attractions and related matters in the province of Alberta. We're certainly very seriously lacking in terms of our marketing programs so that we have an effort going on outside this province, with skilled people involved from the province, to sell the tourism opportunities of this great area.

The fourth area needing attention, Mr. Speaker, deals with having established in the province a degree-level program for professional management. Every university in Alberta does not need to suddenly get on this bandwagon, however. But at a time when many university programs are oversubscribed, here is an excellent opportunity, and an opportunity which I think must be seized upon, to transfer funding and resources to a new dynamic program, the graduates of which will have opportunities for employment. Other places in the world have developed centres of excellence for their hospitality industry. The participation of industry should be sought to advise on this program and perhaps provide some financial support. I note, Mr. Speaker, that in other countries -- there are examples within the United States of America -- postsecondary education institutions and industry itself have put together some very creative and unique university-type programs, and I would suggest that this is something we certainly have the potential and resources to do here in the province of Alberta.

Also, I would like to suggest that in the interim, while such a program is being tooled up, so to speak, the minister consider

providing assistance by way of scholarships or bursaries to allow promising Alberta students to attend university programs of this type in other localities. This way, Mr. Speaker, we would begin to develop a core of hospitality area experts which could be helping develop our industry within this province. I think such a program of scholarships or bursaries could be set up so as to provide that people graduating from those programs would come back to Alberta to work in the industry for a period of time.

Mr. Speaker, tourism represents an excellent opportunity for Alberta to achieve the goal of diversified economic growth and consequent improved employment. I'd also just like to note as an aside that while we look at efforts in this area as attracting people into the province for a short stay or a long stay and returning to their own homes, I think having a top-quality hospitality industry within the province has a great deal to do with making Alberta an attractive place to come and stay and live. I think that always has to be kept in mind when we're working on improving this area.

Industry analysts predict that tourism may be the world's number one employer by the year 2000. Alberta certainly has the natural attractions and the potential to be a major tourist location, and we certainly have the potential human resources to bring this about. Mr. Speaker, I hope the Assembly will support this motion to show our support for the work of the Department of Tourism and the newly created Tourism Education Council in pursuing the goal of making Alberta's tourism industry second to none.

Thank you.

MR. DEPUTY SPEAKER: The Chair recognizes the hon. Member for Edmonton Belmont.

MR. SIGURDSON: Thank you, Mr. Speaker. I, too, want to rise to speak to the motion today. I think for an industry as important to our province as tourism is, we must go ahead and develop many of the programs the member has outlined. I'm told that currently the tourism industry in our province provides approximately 73,000 full-time jobs, and with seasonal and part-time employment taken into account, it numbers fully 100,000 jobs at peak times during the year. We expect that by the year 2000, just a short few years from now, some 13 years from now, full-time, part-time, and seasonal employment in the hospitality industry will account for approximately 220,000 jobs, which is indeed a phenomenal number of service jobs.

It's a growing industry. Mr. Speaker, and we have to have a different outlook for this new and developing industry. Dealing with the traveling public is very much more different from almost any other industry we've had traditional employment in. Dealing with people is a talent to be developed, and perhaps the first part of the motion would assist in helping high school students learn to deal with the public. Many people attend technical schools to learn trades and attend universities to acquire skills that may very well fit into the hospitality industry -- I can think of hotel management or chef or bartending courses -- but for so many people that are involved in this new developing industry, this service industry, there's no training to be had at all.

In fact, unfortunately many people that are involved or that are employed may not even know their employment has something to do with the hospitality industry. I can think of people that are employed in the corner service station or the service station along the highway. They may believe they're there to change tires, to check the oil, to check the air in the tires, and to

pump gas, but if they don't know what kind of facilities they have in their town, they may be denying the tourist traveling through or traveling by the opportunity to visit the town, which may very well have an attraction that is certainly worth stopping to see. Perhaps a course in community awareness in our high schools could be looked at that might show people that certain jobs do indeed have some connection to the hospitality industry. But we must do an awful lot more to encourage young people to look at the tourism industry as a career choice instead of just looking at the industry as a short-term job, as something one does over the course of the summer out of high school or out of university so that one can hopefully accumulate enough funds to go back to high school or university. We've got to do a great deal more to try and attract people to the challenges in the tourism or hospitality industry.

I attended a conference in Red Deer that proved to have some rather interesting seminar topics over the number of days. One of the seminar topics was: You Can't Get Good Help Anymore, Or Can You? In that particular seminar, some of the people that were on the panel -- all but one from management, the one individual from the Department of Tourism -- spoke of trying to include their employees in some of the decision-making process that goes on in the business, in that it's important to include people in that decision-making process so they feel they are a part of what is going on. They're the front-line folk that are dealing with the tourist. My goodness, if we don't allow these people to contribute, then all of a sudden they're going to be turned off, and the turned-off employee is going to send the tourist packing to another destination.

But the value so many employers place on employee input is evident in that employee's pay packet at the end of the particular work period. I looked at the wages from Alberta pay and benefits for 1985. If we look at the wages that are being paid so many of the employees in the hospitality industry, there's no wonder that people just look at the industry to get in and to get out. Skills they develop over the course of a year or two are taken in and then they're gone. They've left it behind, they're leaving, and it's no wonder if we look at some of the wages being paid.

The average wage in '85 -- and I'm afraid conditions haven't changed all that terribly much -- for a busboy or busgirl was \$4.10 an hour, with the lowest reported wage at \$3.80. For a bellhop, the average was \$5.25, with the lowest reported wage at \$4.50. For a bartender -- this is a course one must study for -- the average wage was \$6.50; the lowest wage, \$5. For a chef/cook general, the average wage was \$7.30 and the lowest wage was \$5. For the chef specialist the average wage was \$9.40, with the lowest wage at \$6.50.

Yesterday, incidentally, I had the opportunity to speak with a constituent who is a journeyman chef and has been looking for employment for quite some period of time. He had made a number of applications to the restaurants that are along the avenue. This is a journeyman chef. He's got the trade certificate. The amount of money he was offered at one place was \$5 an hour. He turned that down, because he thought he would be better off to stay out, unemployed, and try and find a job that paid more. The time he would spend working would limit his ability to find other employment. But there was a journeyman chef who was offered \$5 an hour.

For a short-order cook, the lowest reported wage was \$5.50 an hour and the average wage was \$6.70. For kitchen help in a restaurant -- you drive through on the highway, you stop, you pull over, you grab a cup of coffee, and perhaps you have a

sandwich. Again, we're talking about the improvement in the hospitality industry. We have a surly waitress or a surly waiter come by. Perhaps they've only just received their paycheque, because the lowest wage reported was \$3.80, with an average of \$5.20. When we get into some of the supervisory jobs, for a cook and chef the average wage is \$10.80 an hour; supervision for a waiter or waitress, \$7.80; a waiter and waitress in a coffee shop, the average is \$4.40.

Mr. Speaker, I would suggest that given the economy and the price of certain goods in our society, it's very, very difficult to try and support oneself on this kind of income. I would suggest that it's impossible, truly impossible, for a young person in this industry earning that kind of income to even think about the possibility of getting married and perhaps starting a family. So while we want to do all we can to improve the hospitality industry and the tourism prospects for our province, we must remember that in order to keep good people in the industry, we're going to have to pay enough money so people choose the industry as a career choice and not as something just to get over the summer with.

Thank you, Mr. Speaker.

MR. DEPUTY SPEAKER: The hon. Member for Athabasca-Lac La Biche.

MR. PIQUETTE: Yes, Mr. Speaker. I also would like to lend my support to the member about the need to address tourism in Alberta in terms of having better training for our tourist industry.

I have traveled quite a bit in the United States and Europe and other provinces, for example, and I find that the way we seem to treat our tourists here in Alberta is not perhaps the best I've seen. I think we have to very clearly address that there has to be a greater partnership between government and the service sector to ensure that if we're going to be diversifying the tourism industry, we don't turn off the potential tourist people or people who have traveled to Alberta by the lack of service we see in some of our restaurants and hotels, et cetera. I would like to also indicate that probably some of the reason for that is that we have been very shortsighted as an industry and as a government to address, number one, the training of the people that do work in the tourism industry and, number two, the wage situation that exists in the tourist industry.

It's very difficult to get any kind of professional people to take on the job and stay with it and become professional at it if you know the wage you're going to bring home is below the poverty line. I would say that 80 percent of the people working in the tourism industry today are working below the poverty line. They basically attract very young people that stay with it for a few months and then move on or try to move on to higher paying jobs. I like the way in Europe or other provinces, for example, where if you are paying a low wage for people working in the tourist industry, there's an automatic 10, 12, or 15 percent gratuity built into the bill presented to the customer to make sure that at least if you're not going to be paying a minimum wage which is adequate, at least the consumer will be upping the tips which are provided to provide a more decent income for a lot of these young people.

[Mr. Musgreave in the Chair]

The other thing which I think has to be addressed is the whole training of these young people. In order to be profes-

sionalized, you've got to address the wage situation but also the training. I'm glad, for example, that in my constituency the Lac La Biche AVC has just recently in this spring session introduced a tourism training program for young people who would like to get into the service industry to get them trained to become much more professional. However, that program won't work if they get out there in the marketplace and their wages are not going to be any higher than somebody who comes off the street with no training at all. So I would urge the Minister of Tourism here to really sit down with the private sector and make sure that if we're going to have some of these programs being kicked off, they could be compensated monetarily by getting this training.

One of the things that I really think is lacking from our training program -- you know, Lac La Biche being the first one to offer that at the AVC. There should be programs that are offered by the province in all of its advanced education institutions. The one out of Lac La Biche I believe is being funded by the federal government. Federal money is being poured into that training program. I do hope the provinces are going to be looking at developing similar programs funded by their own career development or Advanced Education departments throughout the province because -- as we look at the jobs that are being generated in the tourist industry -- if we want to keep the tourists coming to Alberta, it is very, very important that all the time a good impression is left with people who travel through Alberta. We have failed perhaps in the past to realize that it is all part of a total package relating to tourism. As well, tourism is not only simply a manpower situation. The total package that we've talked about in other areas -- the road issues have to be addressed, the loop road, the cultural/tourism type of promotion, recreation parks have to be addressed.

But in all of these the key ingredient to meeting the public is again that the people that are hired to meet the public, to address them in a very conscientious way and a very professional way, are trained before they actually are there to meet the public. It would be the same thing here if MLAs had no public speaking experience before they tried to run for the job. We are very often letting out a lot of our young people to meet the traveling public with five minutes of preparation. I recall a job that I had as a young university student being a busboy in one of the major restaurants here downtown, where I was given a uniform and in two minutes I was serving people. I can't see how in the world I was a professional individual trying to keep people coming back to the restaurant. I mean, we seem to take this so casually that we will actually put people in those kinds of public functions without any kind of training whatsoever.

So I would like to conclude by again asking the government to develop a much greater partnership in terms of the education, in terms of wages, with the service sector to ensure that the tourism industry in Alberta becomes a professional institution.

MR. ACTING DEPUTY SPEAKER: The Member for Red Deer North.

MR. DAY: Thank you, Mr. Speaker. [some applause] I'm glad two of my friends made it through the snowstorm.

Mr. Speaker, I have a word and the word is "surprise." It finishes with the sentence, "Surprise! You're in tourism." Every single one of us in this building -- every Albertan that walks the streets, that drives the highways, that plows the fields of this province -- every single one of us is a tourist attraction. Some of us in looking at one another may say, "Where are some of the natural attractions?" The natural attraction, as far as peo-

ple are concerned, is in themselves: that smile, that sense of warmth, that sense of greeting that every single one of us is able to bring to others who are visiting in and around and through this province.

I wonder, Mr. Speaker, if we fully grasp the magnitude, the possibilities, and the potential of tourism in this province and how we can tap some of those resources in some concrete ways, as brought out so well in the motion by the Member for Ponoka-Rimbey. I congratulate him on constructing this motion, because it very clearly delineates a positive direction, some of which has already been initiated and is ongoing. I congratulate him for his insight in encouraging the entire Legislative Assembly to urge the government to initiate and co-operate with the tourist industry in these areas.

Just so we have some idea and some grasp of the magnitude of the industry, in 1986 tourism revenues in this province totaled \$2.3 billion. Maybe we can help to break that down by realizing that the revenue generated from tourism in Alberta in 1986 represented approximately \$950 for every man, woman, and child in this province. Couple that with the fact that the United Nations is predicting that the biggest industry worldwide by the turn of this century is going to be tourism. As our work week changes, as automation relieves people of manual labour and 9 to 5, Monday to Friday jobs, people are going to be having more time on their hands and they're going to want to travel. That's something that we're already seeing increase.

Our prediction, in conjunction with that, is that tourism is and will be by the end of this century a \$10 billion industry right here in this province, very definitely the third leg of our economy. That may be a surprise to many people, but that's all right. It goes in line with the slogan "Surprise! You're in tourism." Just to give us an idea, tourists, for example, spent about \$6 million every day in this province in 1986. Six million dollars a day were being spent in different areas of tourism.

We've already heard some comments about the labour intensiveness of the tourism market. For example, tourism generates one job for every \$27,000 that the industry receives in revenues. Now if you compare that with the figure for all industries in Alberta at 47,500 jobs, we can see the potential here in tourism. Compared to all industry sectors, tourism supports roughly twice the number of jobs per \$1 million in receipts.

To give us just a small idea of visits to this province and who's visiting where, in a single year 2.4 million out-of-province tourists visit Alberta's three Rocky Mountain national parks alone -- 2.4 million out-of-province tourists. In 1985 Banff National Park received 3,257,000 visitors. Jasper park received 1,788,000 visitors in 1985; Elk Island National Park, 335,000; and Waterton National Parks, 605,000. That's just the mountain parks. That's not even talking about all the other areas and attractions around Alberta.

That was '85. To give you an idea about '86, almost every tourism indicator increased in 1986 over 1985. Seven percent more U.S. residents and 10.8 percent more overseas visitors cleared Customs in Alberta in 1986 than they did in '85. Alberta hasn't experienced increases like that since 1980-81. Hotel occupancy all over the province in 1986 rose 8.9 percent over 1985. Edmonton alone showed a 5.1 percent increase. I imagine that would be people flocking to the Legislature to sit in on a session. Restaurant receipts were up 5.8 percent over 1985. Banff had more visitors -- again 3,349,000 -- than any other national park, but Jasper showed the greatest percentage increase: an 11.2 percent increase in visitors over '85. And skier days hit levels that hadn't been seen since 1981. The '85-86 season rose

14.4 percent. Those are positive signs.

In 1987, again more skiers: an increase of 11.6 percent were drawn to the Rocky Mountain ski resorts. Attendance increased again in the national parks. Banff attendance over the first two months in '87 increased 19.8 percent, and Waterton posted a 16.1 percent increase over '86. In January of '87, 13.5 percent more U.S. residents and -- get hold of this one -- 33.6 percent more overseas residents cleared Customs in Alberta than in the same month in the previous year. Information inquiries were up 28.1 percent. All of this speaks well for tourism in Alberta.

We might ask ourselves: why the increase, especially even in the last year? I think we can easily say that a good part of that increase is because of government initiatives and specifically initiatives set about by our own Minister of Tourism and some of the insights and some of the challenging and innovative ways that he has faced the whole tourism industry and the possibilities and potential there. We've seen some very clear rises, a significant portion of which can be attributed to the minister and to his department and the initiatives they're taking.

We see even with the "Take an Alberta Break" promotion alone -- 86 percent of all Albertans have heard the slogan. Sixty-five percent of them recall advertising messages about taking an Alberta break. One in four were surveyed. About 23 percent recalled the promotion and said it had an influence on them in taking trips and vacations and seeing the attractions of Alberta. I'm glad we have a government and a minister that responds to the potential that's out there.

What else are we doing? Well, as we look at the motion that has been brought forward by the Member for Ponoka-Rimbey, I'm glad to report that many of these things are being looked at already. First of all, let's look at some of the challenges. We see increased numbers of people coming to Alberta: tourism in all aspects on the rise. We face a very unique challenge in a couple of areas, some of which has been enunciated by members on both sides of the House today: number one, continuing to convince Albertans that this province is a fantastic place to indeed take a break or a holiday; number two, to convince that first-time visitor from out of province that this indeed is a good province to come back to.

We've got challenges there, and it brings some questions to mind. What is it that brings a person back to Alberta or, for that matter, to any tourist area? What brings a person back? I'd like to share with you a little story. A couple that I know who talked to me just a few weeks ago had been traveling in Montana. They were off to a wedding. On their way to the wedding they stopped for a meal and a piece of pie at some by-the-roadside place that looked clean and tidy, and the treatment they received there was so good that on the way back they went out of their way to stop in that little town, that little restaurant, to avail themselves of the service they had experienced there they were so impressed with it. People bring people back. That particular little town they were in had no huge mountains to look at, no breathtaking waterfalls, no gigantic mall filled with water slides. It had people who responded to people. And that's our challenge: reaching the people at all levels of the industry here in Alberta.

[Mr. Deputy Speaker in the Chair]

It's been said already: not just the main hotels but the Customs guard, the first person who's going to put gas in your car as you come across the border, the people at the information booths, that waiter or waitress who's going to wait on you at

that truck stop, all the people who'll help you on and off the ski lifts in the ski resorts. We're all in tourism, and the challenge is to reach out to those people who are either working there now or thinking about working in that industry and let them know there's a career there for them, there's a job opportunity there that has an attractive image to it and it's not something that has to be looked at as being secondary or somehow below par. It's been achieved in other jurisdictions in other countries. We see that where someone declares that he or she is a waiter or a waitress, it's said with pride. It's said as an occupation, as a career.

These are some of the areas that we want to be challenging, that we are looking at. Image is so important. Training is so important. When you've been well trained you feel better about what you're doing. You feel more confident about what you're doing and how you're doing it and about what you're saying and how you're saying it. You feel more confident about meeting people. Training is an integral part to enhancing somebody's image. Education is so important. As we look at different technical aspects of the food industry, the beverage industry, and the accommodation industry, we see there's knowledge there that needs to be imparted at all levels, right at the front end all the way to upper-level management. When that kind of knowledge is imparted and when that kind of training and education is available, Mr. Speaker, people in those jobs feel better about themselves. And that's translated into a better response to the consumers.

I believe this motion is particularly good because it zeroes right in on the guidelines and on the objectives of something called the Tourism Education Council, of which I hope many of you are becoming more aware. Back in 1985 the Alberta tourism hospitality education and training study was done, looking at the needs of industry. And I'd like to say "needs of industry" -- these are needs shared with us and expressed by industry. There's already been a concern brought about by the member sponsoring this motion that any training that's going to be taking part be industry driven and industry directed and not government driven and government directed. And I concur with that wholeheartedly. That's why I'm excited about this particular study and the ensuing council -- is that we're hearing from industry. We're not trying to come up with these things ourselves as government, but we're hearing: what are the demands, what are the concerns, what are the needs of industry? And we're out to meet them.

That particular study was released and a task force subsequent to that was organized to recommend how the study could be implemented. That task force, again, was predominantly industry. Public meetings were organized around the province to gather input on the study recommendations. All Alberta postsecondary institutions were invited to participate, and the major industry associations were involved. All the meetings were advertised in Alberta daily newspapers. From that study and from that task force the industry recommended that the Tourism Education Council have two purposes: to examine the education and training needs of the tourism and hospitality industry in Alberta and to assess alternatives for meeting these needs and recommend a preferred framework for the tourism hospitality education and training in the province.

What were some of the things that industry said we needed? Well, I've already touched on them, and these are things which this council, which is now in operation, has adopted as some of its driving operational directives. The industry image must be improved to increase the esteem of people working within the

industry and to attract others to employment in that field; and again the requirement for educational programs that respond directly to the needs of the industry. As the industry is provincewide, there has to be a means by which workers, people working in this field from all over the province, can easily access education and training programs throughout the province. There should be defined career paths composed of standardized courses with credits that are transferable between various postsecondary institutions that leads to a certification system that's co-ordinated by industry.

These needs which have been expressed are the very things the council is addressing, seeing how they can be implemented. I want you to picture the effect of someone in the front end, let's say a waitress, being able to take a course -- maybe it would be two weeks in duration; maybe it would be a little longer or a little shorter -- specifically geared to meet the needs of that particular service; then a supervisor going back with her into the field and seeing how she's adapting and learning from the things she learned in her course; and that waitress or that waiter receiving a certificate for the work they've accomplished, the knowledge they've gained and mastered -- not just receiving a certificate but knowing there's a credit for that, and that if that person so desires, that can just be one step in a ladder which results and leads to a continuing and enhanced career in tourism. And it would all be starting, let's say, at a waiter/waitress level. They could know that the choice would be up to them. They could stay at that level if they wanted. Or if they wanted to move in areas of management, tourism information, convention organizing, or different areas they want to branch into, they would already have some credits forming a base, forming a rung in that career ladder.

To me, that puts a long-term potential in their mind. If they want to stay at the waiter/waitress level they can still do that, and with enhanced training they feel even more capable. All of us, every single one of us here, knows there's nothing wrong at all with a person who decides they want to be a waiter or a waitress. They want to serve people. They want to feel good about seeing people satisfied. There's nothing wrong with that, and each one of us fully knows the effect on us as people when somebody gives us that kind of treatment when they serve us that way when we go to some place either to eat or to spend some time in terms of a vacation.

Members opposite seem to zero in on a minimum wage. I have to say that having had some experience working at the waiter level, I found out very quickly that it was not my minimum wage itself which I was taking home every week or every two weeks, but in fact every single day, depending on how I performed and how I served the people that came into that establishment, I would take home many times far in excess of what I was making per hour on that particular job. The potential goes far beyond a minimum wage.

MR. DINNING: Did you declare it?

MR. DAY: Yes, hon. member, I declared it as income.

We must move past the dead-end type of thinking that some people would have, looking at this industry. This industry is wide open, as we've seen in terms of increase of demand -- wide open for people to move into in various career paths.

Other things were recommended which right now are being addressed. Those are: co-ordinating and consulting with government and educators special programs and projects such as awareness campaigns and secondary school projects; coming up

with education training programs that would be developed for industry, and to assist with the marketing of these programs to industry. With industry people sitting on this council, as they are, we are hearing from some of the best minds in the trades, some of the best minds in the industry, who are determined that the way in which these objectives are going to be approached will be done in ways that are effective, efficient -- sounds like Triple E coming up here -- and innovative.

Programs are going to be made available in modules around the province so that a potential student or worker down in the southern end of the province doesn't have to travel to the northern extremes to take a particular course. We're looking for institutions that will develop programming and courses that can be made available around the province. The council will be coordinating the development and the delivery of these programs, challenging the educational institutions to redesign existing programs. Nobody's out to reinvent the wheel or to get their own name or trademark on a particular program. We're going to see and we are seeing what is out there, what's available, how it can be made available, how it can be accessed, and how it can be translated into a career path. These are some of the things that are being addressed by this council, driven by industry, on the initiative of our minister.

The member talks about career awareness programs at the high school level. Whether it's this council or whether it's some other vehicle, this is an area that needs to be looked at and addressed. We'll be working with the Minister of Education, and it's good to see her always in the House here to be able to hear these initiatives. But at the high school level students need to know that there's potential in this industry, that it's wide open and they can advance just as far as they want. They can virtually write their own ticket if they're willing to work at it and to be trained and to be educated and to put some time into this industry. But at the high school level there needs to be that awareness and enhancement of the industry itself.

The second item on the member's motion talked about short-term training courses for entry-level employees. There are programs at work, in operation right now in the province in postsecondary institutions, which will take a person -- let's say at the waiter/waitress level -- train them for two weeks, and then their supervisor will go out with them into the field, into that particular job and help them work into reality the things they learned in the classroom. The response that's coming back already from employers in that particular area is very positive and exciting. That's the type of thing that's going to be looked at, and it is being looked at in the area of short-term training courses. But again, remember; with a certificate there, with some credits there, that person knows this does not have to be the end in this career path: "I've now got more credits, and I can add to those and advance in those and expand."

Then the member mentions in his motion: "expanded certificate level education for supervisory personnel." We all well know that you could train an army of soldiers, but without sergeants and lieutenants and captains and generals who have some idea of the battle plan, the soldiers can eventually lose the vision. And so it is in this industry training. We need not to just train front-end people. The managers have to be trained in training, and have to be able to be trained in encouraging and in setting up their operation so that it's conducive to a good atmosphere and to people wanting to come back. So these programs are being looked at, the supervisory and management level.

Then the recommendation for university-level degree programs for professional management has to be one of the upper

rungs on the career ladder. People working in the industry -- again at any level -- have to know that the possibility and the potential is there for them to move up through those ranks if they so desire and be operating at the upper management levels. We see in other jurisdictions where university programs not just at the baccalaureate but at the master's level are being offered. Again, as we see the industry itself developing worldwide, we're going to see increasing challenge. We're going to see increasing competition as we are in every other industry: high technology moving in, computerization, other areas where upper-level management is going to have to be trained and ready and able to compete with anybody in the world. That's part of the goal; that's part of the program.

Mr. Speaker, I am encouraged today and delighted that these recommendations, as brought out in the motion by the Member for Ponoka-Rimbey, are actually in hand right now and are being not just looked at but grafted into the very mandate of the Tourism Education Council. I'm pleased to see the way tourism is increasing in this province as a direct result of initiatives by this government. I'm pleased to see what the future holds for tourism in Alberta and for what that means, not just for us as regular citizens who will enjoy the benefits of that but for the thousands of young people who will be moving into the job market as they see an enhanced image, as they see increased opportunities in this area.

Mr. Speaker, I conclude with asking all members on both sides of the House to pass this motion, and to challenge ourselves and look at ourselves and be able to say, "It's no longer a surprise that we're in tourism"; be able to come to grips with the reality of that, and in coming to grips with it, see people coming to Alberta and leaving this province saying, "That's a fantastic province" -- and not just because of the mountains but because of the people that met them here and greeted them here.

Thank you, Mr. Speaker.

MR. MUSGREAVE: Mr. Speaker, I'd like to just mention a few comments. I've had a member of my family that's been in the tourist business for many years, and he is now working in Toronto in the construction industry for the simple reason that he can make more money there.

I appreciate the remarks of the hon. Member for Ponoka-Rimbey and his emphasis on starting at the high school level, but the concern I have is this: if you do not start, as the Member for Red Deer North mentioned, with the managers and the owners, if the person at the top is not neat, cheerful, friendly, and efficient, all the education in the world is not going to ensure that young people will be any better than those directing them.

Secondly, we emphasize pride in the job. What about pride in the facilities and the appearance of the service station or the restaurant or the hotel? Do the owners have pride in the appearance of their facilities? Are they clean? Are they neat? Are the personal appearances of the owners and all their staff -- do they have emphasis on uniforms? For example, now we all know that the service station industry is converting their facilities; they're becoming bright. You know when you go by a Gulf or an Esso or a Shell station. The companies are spending millions in advertising, modern computerized equipment is being installed, and quite often you've got a scruffy attendant who's watching the clock to see when the shift ends, and the best he or she can offer to you is to have a good day.

For example, I've had occasion to travel on Highway 2 a lot lately, and right in Red Deer, where the hon. members are from,

there's a new restaurant open called Glenn's. It's new, the attendants are well dressed, they're friendly, the food is good, and the menu is excellent. I am an Esso adherent. [interjections] That's spelled E-S-S-O. I have always gone to the Voyageur restaurant, but I won't go there anymore because it's dirty, the equipment is in ill shape, and the menu is bad. So those of you from Red Deer, you'd better tell your Voyageur restaurants that they've got to clean up their act.

I want to deal now just briefly with statistics. At best, we have four months. We have beautiful scenery, but we have a tough climate. I appreciate that there are more winter sports developing, skiing and snowmobiling and things of that nature, but it's still a hazardous industry. Restaurants have one of the highest death rates of any business in our community. It's easy to say pay more, but if they have to stay in business in order to provide jobs, they've got to charge more. I agree with the Member for Edmonton Belmont. The hon. Member for Red Deer North said how good he felt when he worked hard and got tips. It's nice to feel good about your job, but if you don't have a standard of living equal to the other members of your community, you're not going to feel too warm too long.

ANHON. MEMBER: If you charge too much, we won't hire you.

MR. MUSGREAVE: That's right. If you charge too much, we won't hire you.

The hon. member mentioned the increase in statistics. I'm concerned about the revenues flowing out of our province and flowing out of our nation. We hear more of people being unable to book trips to various parts of the world because the bookings are all in. Recently I tried to get a booking in Lake Louise in late August. I applied about six weeks ago, and it was practically filled up, so there are difficulties there.

Many Albertans like to leave this province in the wintertime, and as your hair becomes whiter, you leave more often. I would throw out two ideas to the tourist council. One is that maybe we should look at getting involved in the Turks and Caicos situation. Maybe we should try and set up a Las Vegas type of operation there. Just think of it: you could go there using Canadian money; you wouldn't have to have the hassle of a Customs person. More important, you could be providing off-season jobs for those people that work in the national parks or in those areas that you can't go out of the place.

Finally, I'd like to suggest that in the area of education it would be very helpful -- I've had the good fortune to drive to Santa Fe, New Mexico, and to Phoenix in the last few years, and it's wonderful, the attitude of so many Americans. They're so happy to see you, they are happy to help you, and they are genuine in the desire that you have a good time and that you come back. But here's what I've run into in Alberta: you ask somebody a direction about something, and they don't know anything about a place 10 miles down the highway. I would suggest that it's very important that people -- particularly those that you run into as a tourist driving an automobile -- working in restaurants and in service stations know a little bit about the geography of their area, just a little bit, at least know what town is down the highway and what tourist attraction is within a half hour, say, of their facility. I think it would make so much difference.

But while I appreciate all the good things that the tourist council is concerned with, particularly in education and money, I still come back to the fact that there's got to be more money put into the industry. Frankly, Mr. Speaker, I don't know how

to do it. We can have all the good talk in the world about educating our young people and all the rest, but unless there are dollars there for them to have it, it's an uphill battle.

Thank you, Mr. Speaker.

MR. DEPUTY SPEAKER: Hon. Member for Calgary McCall.

MR. NELSON: Thank you, Mr. Speaker. I'd like to ask the hon. members here today to take a moment to think about some of the traveling they may have done over the years: travel abroad, in the States, in Canada, or within Alberta. What are some of the things you remember most about those trips or tours that you may have taken? Very likely every member here and each and every person in the visitors' galleries have memories of beautiful trips where everyone they met seemed particularly friendly, the hotel clerks seemed to go out of their way to make them feel at home, and where they happily spent many hours enjoying a variety of things to do and see. Just as likely, however, every one of us has memories of trips that seemed ill fated from the beginning, when hotel and restaurant staff, as well as anyone else we had to deal with, made us feel that we were wasting their time and ruining their days, never mind their lives, by requesting directions, a hotel room, or a meal. Nothing can spoil a trip faster than a few cups of mediocre coffee begrudgingly tossed down in our faces.

Memories like these, Mr. Speaker, whether they be positive or negative, cannot be underestimated. A few simple words of friendly greeting and common courtesies can transform an ordinary trip into one that is truly memorable for the good feelings that were generated. By the same token, a few ill-timed, rude, or unfriendly remarks can make a person very sure of a place he or she will definitely not return to.

Mr. Speaker, we are always looking, as we should be, for ways to improve the quality of the tourist industry in this province. First of all, it is important to recognize how important an industry tourism is to our province: \$2.3 billion were generated in the tourism sector in 1986; that's \$950 for every man, woman, and child in Alberta. The tourist industry also creates more jobs per dollar spent than any other area. Directly and indirectly tourism creates one job for every \$27,000 received in revenues.

[Mr. Musgreave in the Chair]

The tourism industry is also one that is growing at a strong and steady pace in this province. Last year's revenue from the tourism industry was 8 percent higher than that of the previous year. The Olympics, which we all know in February of 1988, some 240-odd days away, will go many more miles toward making Alberta an even more internationally recognized tourist attraction. Let's face it: this province has a lot to work with. Alberta is blessed with an amazing range of natural beauty. There is a landscape here for everyone, and there are activities here for everyone. We even have four beautiful seasons in which to enjoy these landscapes and activities, even if, like today, the seasons get a bit mixed up.

One of the greatest resources of this province, however, is its people. Albertans are truly friendly and outgoing people. With material like this, Alberta should have a tremendous tourism industry and tourism future. We admittedly already have a strong and healthy industry in tourism, but our greatest attractions could and I'm sure will make it a huge one some day in the near future.

The motion presented to the House today by the hon. Member for Ponoka-Rimbey is one that is far-thinking and progressive. All of us must realize the importance of helping to nurture this growing industry as much as possible. Improving public awareness of the hospitality industry and encouraging people to consider it a field that can provide truly rewarding and challenging careers will go a long way toward letting Alberta's tourist industry fulfill its potential.

I definitely agree with the idea of educational programs for students to show them that the hospitality industry is one that they can seriously consider pursuing as a career area. People will not flock to a particular area for careers if they are not aware of the wide range of possibilities that it can provide. As long as the very optimistic and exciting information about Alberta's tourist industry remains in the dark, our young people will not give it the serious consideration it deserves. As well as encouraging people to consider pursuing careers in the hospitality industry, the proposed motion would also do much to improve existing attitudes. The hospitality industry greatly needs a shift in attitude. The hangdog feeling in the hotel industry is a truly serious problem. Whether it is the public perception of the tourist trade or the perceptions of the people who work in it themselves, the hospitality industry could stand far more pride.

Mr. Speaker, many, many people even in the industry do not give the field the respect it deserves. There is a connotation to the hospitality industry that it is a temporary career stopping place or a nonprofessional industry that offers jobs to people with few skills. This is a terribly negative view which has a seriously detrimental effect on the whole industry. It takes us back to the begrudgingly slapped down cup of coffee and the whole general sense of apathy and lack of pride which can ruin an otherwise truly wonderful tourism industry. Give these people a vision of a goal; help them to be professional. Give them pride in themselves and they will return it in kind. We want people to visit Alberta not just to pass through once to see the mountains; we would like them to have Alberta as their primary vacation spot. And we would like them to return again and again because they enjoy the reception they get and because they want to explore this province even more. Public awareness of the tourism industry will also make it clear that the responsibility to make people want to come back to Alberta is not only that of the industry.

I was going to discuss some of the areas of the financial impacts of wages and various other things. Mr. Speaker, but I think -- and I speak particularly to the Member for Edmonton Belmont. Certainly he would be one that should take a lesson in economics in the whole industry himself and maybe would understand what goes on out there.

I strongly support the proposals outlined in this motion because I believe they will do just that. They will promote and improve the general perception of the tourism industry, and they will promote an even more professional approach to it. We need to take our tourism industry as seriously as any other area. We should possibly even take it more seriously, considering the incredible injection of revenue it provides to this province and the great number of jobs.

Before I close, Mr. Speaker, I would also like to add that I believe this province, although it has so much natural beauty and so many inherent attractions, could also use clearheaded planning as well as imagination when it comes to ideas for other attractions. Alberta is a wonderful place to visit in the daytime, but how much is there really available to do at night? I have

done a lot of traveling. I've visited Europe, South Pacific islands, and yes, even lived in Australia for eight years. What this has shown me is the importance of having a wide variety of attractions and activities for tourists, both in the daytime and evening.

One attraction -- theatre, for example -- might bring many, many people to Alberta. And we have a theatre industry here that is growing, but we need to encourage it even further. It could, however, in that particular instance, not attract everyone. Our present hospitality industry does not provide for everyone, as I've indicated. We have a certain healthy number of various attractions, but it is not enough and never will be enough to sit back and think that if a visitor to the province doesn't like what attractions are there, he will learn to like them. We have to look at what visitors to this province might enjoy, and start filling in the gaps in terms of the kinds of recreation this province currently has.

For example, Mr. Speaker, I think we should be looking at bringing in casinos to Alberta and stop sending those that enjoy that kind of recreation south to Nevada, Atlantic City, and so on. Not only would that create another kind of attraction to the province, but it would also mean many more dollars spent by tourists. The chance to provide visitors with a range of recreational activities, while generating even more revenue and jobs for the province, is something we cannot afford to overlook. I understand that in Nevada, on an annual basis, tourists outnumber state residents some 30 to 1.

To create an even more vibrant and exciting tourist industry, we must be on the lookout constantly for new ways to inject it with energy and imagination. We cannot afford to let this industry slide along as so many would like to do. Optimism and pride in the natural resources of this province will only go so far. To go the rest of the way, we need educational programs, encouragement to pursue careers in the industry, and imaginative approaches to supplying this province with what it lacks. We need to be aggressively bold to show all that we are serious and committed to objective growth and the economic opportunities.

I commend, Mr. Speaker, the hon. Member for Ponoka-Rimbey for bringing this matter to the attention of the House and urge all members to support it and pass this motion this afternoon.

Thank you, Mr. Speaker.

MR. ACTING DEPUTY SPEAKER: The Member for Lethbridge West.

MR. GOGO: Thank you, Mr. Speaker. I welcome very much the opportunity to share a few thoughts with regard to Motion 215. I've learned over the past few years that very often we get some very interesting propositions from the hon. Member for Ponoka-Rimbey, and this is no exception.

I look at the motion, Mr. Speaker, and I have to first of all ask myself: is this 1987 and is this Alberta? When I consider the amount of money that we have not only put into tourism over the past 15 years -- albeit, it's been coupled with small business, but now I understand it's the third highest producer in terms of revenue in the province of Alberta -- I say to myself: if I were an outsider looking at this, could I believe what I'm hearing being proposed here today? I would have thought we'd achieved this years ago, yet when we look at the motion on the Order Paper ... It appears to me that tourism is alive and it's well; the hospitality industry is alive and well. And now we

simply want to ratify that or certify that by providing within our educational system, our career planning system or the community college system, some form of diploma whereby people can hang it on the wall, and the customer will say, "Well, now I know why it's good: because someone has a diploma."

I get a little concerned about that, Mr. Speaker. I feel very strongly, along with other members of the House, that if we can offer an opportunity to our young people to pursue a career in the hospitality industry, that is fine. If we can offer to our so-called professionals in hotel management, for example, certificated programs such as we had 25 years ago in America with hospital management, which have now come over, have spilled over into Canada -- now our people are finally trying to catch up with something that for years has been taken for granted in America. But I get concerned, Mr. Speaker, if members of the House who've spoken to Motion 215 today feel that by simply implementing the recommendations in that resolution, we're going to dramatically alter anything. Frankly, I would think they're going to be disappointed.

I heard comments a few minutes ago that the salvation to our problems is casinos. We now exceed in this country in gaming, in greater volume in dollars, the sales of the Canadian Wheat Board. And we think there's some solution by bringing in a regressive tax on other people to improve the hospitality industry? I mean, I've got to shake my head. That's like saying we've got to have 24-hour drinking all the time because it's going to increase the hospitality business.

Why is it, Mr. Speaker, we can't seem to understand -- and I've heard hon. members who've traveled the globe saying how great it is everywhere else but not here. Why is it that we can't seem to work on our strengths? Why is it that we can't seem to get our young people and those associated with the hospitality industry to be friendly to begin with? Surely that's a requirement, I would think, at a very fundamental stage in any training program. Why is it that we can't use the word "courtesy"? That seems to have gone out with the horses. I mean, the last time I looked, courtesy was one of the greatest things that a person could possess. It was one of the fundamental characteristics built into the building of character. There's no mention of that here.

Helpfulness. I've got to share with the House, Mr. Speaker, because I've done some traveling too, to various places, most of it at government expense. I must say that the finest trip I had was the one I paid for myself, and the reason I enjoyed it so much is that the people were friendly and helpful and considerate, and all they wanted to do was to make sure I returned as a customer. Well, Korea is a long way to go and I'm not so sure I'm going to go back there, but I assure you, Mr. Speaker, those people who were serving me, a Caucasian in an Asian land, had no idea whether I'd come back or not, but they served me on the basis that they wanted me to come back.

I look around the places I've been in Alberta. I've yet to find a place finer, in terms of service and helpfulness and being courteous, than McDonalds.

ANHON. MEMBER: Do you want a reaction?

MR. GOGO: I'm waiting for a reaction, Mr. Speaker, because some people tend to believe, for example, that fast food outlets for some reason are not nearly as important as some of the classy places. Well, I share with the House that five years ago I was asked by the district home economist, under the hon. Minister of Tourism's department at that time, to participate in prepar-

ing a luncheon in a contest with the mayor and some other people in my community. This home economist said, "Do some homework and come up with what would be nutritious," and so on and so on, "in terms of a lunch." The home economist would provide the materials and I would assemble them. Well, I think there were nine of us who took part in that contest for this luncheon, and the winner shouldn't be a surprise to anybody. The winner, in terms of tastiness, nutrition, the very things the body needs, was none of the fancy dishes we prepared; it was none other than the Big Mac.

Most people I hear in Alberta are critical of that. Well, aside from the food aspect, I would defy anybody to come up with a better training program, for example, than McDonalds. Anybody who is interested for \$700,000 can obtain that, if they'll commit themselves to 26 weeks of training in Toronto and that kind of investment. If there's one better than that, Mr. Speaker, it's one found locally right here in the city of Edmonton called Dairy Queen. I know of no finer entrepreneur than Mr. Max McCann, who's been in that business for many years, and the first fundamental step he takes is to ensure that he hires people who get along with the public. They don't have certificates or diplomas; they're in the business of pleasing people. And the last time I looked, both McDonalds and Dairy Queen don't allow tipping. So why is it we think we have to send people to schools and university and colleges to get diplomas? If we're going to assume by that that suddenly our whole hospitality industry is going to come alive and people are going to come back, who do we think we're kidding?

This time yesterday, Mr. Speaker, I was in Saint Mary, Montana. Now, if there was ever a godforsaken place in the world, it's there, yet I had lunch there and it was marvelous. They put out a napkin at your placemat with a 300-year history of the area, not so you would eat and run, but so you would eat, tour, and come back and eat again. Now, how many places like that are around Alberta? Will a diploma guarantee that kind of thing being done? Well, I don't think so. I look within my own community. The Lethbridge Lodge annually receives an outstanding award from the hon. minister, not only for its calibre of rooms, not only for its calibre of food, but for the service in there. Now, what college did they go to? What diploma do they have on the wall? They are trained by entrepreneurs who are concerned about increasing their business, and they've learned a long time ago that unless you're helpful and friendly and courteous, people aren't going to come back.

Now, I'm not being critical of the hon. member's proposition. If I thought for one minute that it would result in this great province of Alberta having tourism surpass agriculture -- I don't suppose that could ever happen, because we don't subsidize the tourist industry to that degree, so it's not likely it's ever going to be possible. But if we're sincere about doing that, then why is it that we're not offering more incentives to the small businesspeople who are in the business? Again, in that small community of Lethbridge we now have between 90 and 95 eating establishments. Some of them are even making a living; some of them are going under. But I submit to you, Mr. Speaker, the most successful ones in my community are the ones you want to go in. The reason you want to go in is not necessarily the high quality food; the quality of food is, I guess, in the eyes of the beholder. But I assure you, Mr. Speaker, the people who prefer to go back and back and back again are those who are treated in a friendly, hospitable way.

So, Mr. Speaker, I'd simply like to point out in closing that although the motion of the hon. member is, I think, deserving of

consideration. I think it's something that frankly I had assumed Grant MacEwan college was offering today. If it's not, there's got to be some educators around here shaking their heads, because if the role of education is to provide people with an opportunity to serve society, then quite frankly those educators must have been out to lunch, because those in the hospitality business have been in business for hundreds and hundreds of years. Why is it then that it's so late in coming to Alberta, if indeed we feel the place for it to be is in our educational institutions?

So, Mr. Speaker, although I guess I'm excited by the Member for Ponoka-Rimbey's proposition, I would caution hon. members that if we think for one moment that by ending up with a series of people in this province in the hospitality business who feel that simply by having a diploma on their wall they're going to cause people to come back and back and back again, then frankly I think they're going to be disappointed.

I'd simply like to close by saying that I don't know if anything's changed in the thousands and thousands of years. If you want people to come back to your place of business, then be courteous, be friendly, be helpful, and I'm confident, Mr. Speaker, that tourism will do well in the hospitality business.

Thank you.

MR. ADAIR: Mr. Speaker, as I rise to speak to Motion 215, to spend a moment sort of gathering in the comments that have been made by my predecessors to this particular point in time, it reminds me of a gentleman that owned a restaurant in Lethbridge, the late Sven Erickson, who was a great friend of mine. As a matter of fact, he probably took more shots at me during my term, but he was a straight shooter all the way. One of the things he said at one point is that you can train all of the people all of the time, but unless you have an attitude change in the entire industry, you really haven't accomplished much. What he was doing at that particular meeting we were at was talking to the owner/operators and saying, "If we do get into training programs, then we can't be miserable SOBs" -- SOBs being those who may not pay as much -- "because if a young person or an older person is prepared to take the time to get the additional training, to get into those extra courses, then he or she is worth something extra." I have never forgotten that because the good gentleman was in the business himself.

One of the unfortunate things I think we have in the tourism industry today is that we have a number of people who recognize the value of proper training programs and the need to in fact have both in-service training programs as well as the pre-entry employees that would come on stream. It's important that they continue to do that and that more of us get involved in recognizing the value of that kind of service to create the kind of attitude that is necessary to ensure we've got the friendliness and, I might add, cleanliness that goes with the tourism industry in total.

I maybe should point out here one of the concerns my wife has had over the years and has used effectively, and we might well gain something from it if a number of us started to do that. It was mentioned a little earlier about the Voyageur restaurants, I believe it was, that they weren't necessarily what would be considered the flagship of cleanliness or the likes of that. My wife on one occasion went in and asked who in fact looked after the rest rooms. In one community it was the service station operator, and in the next community it was the restaurant, and the bathrooms were in that no-man's-land in between. She went into the restaurant, and he said that it wasn't his. She went into the service station and he said that it wasn't his. Then she got

the two together and said, "Well, somebody must be responsible for these bathrooms." They were extremely dirty and she said to the kids, "We're not coming in here." The next time she pulled up to the pump, she said, "Don't fill it up until I check your bathrooms." She went in and turned around and said, "Fill it up; they're clean." And the other time, when they weren't, she just drove off and went to the next service station. On occasions, if more of us did that, we may have some influence on some of the cleanliness aspect of what we're talking about.

But when I think back to the motion and the fact that we're talking about the four elements,

- (1) hospitality career awareness programs at the high school level;
- (2) improved short-term training programs for entry-level employees;
- (3) expanded certificate level education for supervisory personnel;
- (4) university level degree programs for professional management

there's no question that they play a very important part in the future of the tourism industry in the province of Alberta. As a matter of fact, in June of 1985 they were identified in The new directions, the policy paper put out by the department of tourism and the government of Alberta of the day, and basically one key word in there that was underlined and capitalized and extra-blackened was "must" -- that they must take place, that they are necessary to ensure that that particular segment is in fact covered. But it's not the end-all; it's only a part of the process to ensure that we get the recognition for what actually tourism is in the province.

I don't think there's any other industry that touches almost every other facet of the life of an Albertan than tourism. It was pointed out earlier very, very well that as you come into the province, you're met at the border, the first service station you go to to fill up, the first restaurant that you eat at -- whatever the case may be -- you leave an impression. In most cases, the first impression is the most important impression. It's one of friendliness, and it's also one that may well deal with cleanliness. It's even to the point where you're leaving your hotel room in the morning and you ask the maid how you get to such and such a place. Now, they may not say anything, or they may say, "I don't know and I'll try and find out for you." Just having done that creates an attitude that you care about that person, whoever he or she may be, that's a tourist in your province.

So I think it's important that the hon. Member for Ponoka-Rimbey has placed this Motion 215 on the Order Paper, and it comes back to the kinds of things that are really important in my mind in the training process. In Europe a chef is a chef. In Canada in many cases a chef has been considered a cook. As a former catering supervisor for a company in the province of Alberta, I've had my share of dealings with cooks and some former chefs who are now cooks. I think it's important that we recognize the good people for their service and what they have to offer the province of Alberta and the industry in its own right. It's most important that we don't take for granted that it will happen. We have to work at it. There is no question in my mind that we have to work at the training programs we're putting in place, and that's the industry, government, and the public at large. We can do that. We can in fact do those particular kinds of things, Mr. Speaker, that will assist us in going a long way to ensuring that tourism is kept as a sort of climbing ladder or climbing star. We've done extremely well in the past. We can do much better in the future.

[Mr. Deputy Speaker in the Chair]

I would say, Mr. Speaker, that I'm a firm believer that if a person is prepared to take courses to improve their ability to serve the public and if we provide the opportunity for even further advancement by getting into the university degree area -- and there has been some work done on that, and I think we need to continue the emphasis toward that -- that we will have in Alberta almost all of the good things that can occur. We've got basically all of the attributes: the mountains, the prairies, the people, the cities -- you name it. We've got a lot of really good things working for us in this province, and we can have the industry working with us to promote that beyond. We've proven as volunteers that we can host international events and that we can do them very well -- site specific, event specific -- and do a tremendous job. The movement of this particular motion, 215, I certainly believe will go a long way toward assisting us in continuing the role for tourism and the hospitality industry in the areas of the people that they serve.

Thank you.

MR. FJORDBOTTEN: Mr. Speaker, I welcome the opportunity to make a few comments about the motion on the Order Paper. I compliment the Member for Ponoka-Rimbey for doing the research and moving forward, with having it put on the Order Paper for discussion, and I'm pleased that we have the full two hours today to have that discussion about a very important motion.

Mr. Speaker, I was listening to the Member for Lethbridge West talking about what education is going to prove. What is it going to do to try and improve and enhance tourism? Now, I've gone to many restaurants, some good and some not so good, in this province. I think I've had a steak sandwich in every restaurant in Alberta just about. I was in one in Red Deer. [interjection] Well, there are some good restaurants in Red Deer, but I happened to hit a bad one. I went into this restaurant, and I was the only customer in this place, the only one. I walk in and this waitress is filling the sugar things around the tables and the manager is sitting over behind the till. I sat there and nobody came to wait on me until she finished filling the sugar bowls, and then she came over and asked if there was something. Well, if I wasn't the Minister of Tourism, I wouldn't have waited, but I thought I had a responsibility to sit and wait. When she came over and she finally did wait, the food wasn't all that great.

I was at a function a few weeks later, and the guy who owned the place was there. I mentioned that I had stopped at this restaurant in Red Deer and the service was terrible and the food was awful. That individual never twigged to it until about two weeks ago, when that individual came to me and said, "Say, I meant to ask you: that wasn't my restaurant you were talking about, was it?" I said: "You know what? It was, and I swore I'd never step in the door again until one day you would ask me if that was your restaurant." And I said, "Have you improved it, or is it still the same quality as when I was there a year ago?" He said, "I regret to say that it's probably not any better."

And he said something, and I believe this myself: if I could hire somebody with a lot of academic smarts or someone with a lot of common sense, I would take the one with common sense, because you can teach academics but you can't teach common sense. You can teach the academics in the tourism industry. If you can't teach attitude and the appreciation for business, all the other stuff, whether you have a certificate on the wall or not -- I know doctors who have a certificate on the wall, and I wouldn't

go to them either. A certificate doesn't make that much difference if your attitude isn't right. I buy my shirts at a store where it costs me three bucks more than I could get them for in Edmonton, but I buy them because I like to buy locally in my own constituency. Also, I like the guy that has the store, and he treats me well.

DR. BUCK: Too bad you don't buy the right size.

MR. FJORDBOTTEN: Well, the Member for Clover Bar is taking me to supper tonight. I was going to pay for it, and now, after that sharp comment, I think I will make him pay for it.

Nevertheless, I think as we look at this now, what we're trying to do in the tourism industry is attitude. We'll all go to restaurants and eat food where it might not be as good as the food down the street, but the service is terrific. We get value for our dollar that way. People don't mind spending money as long as they think they're getting value for the money they spend.

Looking at the Tourism Education Council, I compliment the Member for Red Deer North, and I know he will do an excellent job of chairing that council and establishing that as one of the main steps that we will take in developing the tourism industry in this province. For the first time on a provincewide basis the industry will define its priorities for training and education. There has to be a career path for young people. There has to be something where they go into it not as a part-time job but as a career, where they'll put their heart into it and they'll have their attitude right, and we will get that top-quality service we need. I think that can be done. If we have an improved sense of professionalism and a greater customer/visitor satisfaction, we're going to increase tourism. Through that council I think we will achieve everything the Member for Ponoka-Rimbey has in his Motion 215 on the Order Paper today. There are going to be improved short-term training courses for entry-level employees.

One of the problems when I was in Agriculture was that you had different research facilities all over the province duplicating efforts of other facilities. Why should we do that? In tourism you can run courses all over this province and duplicate efforts, and one of the things I hope will be done is that if they're teaching a program in Edmonton that works extremely well, they can teach something else in Calgary. But there should be no bricks and mortar to this particular council, because we have excellent educational institutions in this province to take care of it.

There are some short-term areas that I think they can work on. The first one has to be to make sure they solicit from the industry the information on unmet training and educational needs and prioritize those needs. I know the Minister of Advanced Education is fully onside and has representatives on that council, and that will certainly be done. In the longer term, we have to define career opportunities and career paths, and we'll do that.

Mr. Speaker, I'll say to the Member for Lethbridge West that I appreciate what he said. If you've got all of the education in the world but you don't have the attitude, we'll never ever achieve the results we want to achieve.

I compliment the member again for bringing it forward, and I urge all members to support it.

MR. ANDERSON: Mr. Speaker, I'm pleased to rise to participate briefly in this debate. I was urged to do so in the defence of Red Deer. I, too, have eaten in Red Deer, and I have to tell hon. members that it was an enjoyable experience, friendly staff, and they worked in the best interests of tourism. So I obviously

hit the right spot in that city and plan to go back.

MR. OLDRING: It was nice to have you in Red Deer South.

MR. ANDERSON: Thank you.

Seriously, Mr. Speaker, I want to congratulate the hon. member who has presented this motion to the Assembly. I think it is crucial and important that we place a great deal of emphasis on the tourist industry in the province and that we further develop our natural resource in that respect. I did want to just inject into this debate the idea that in doing so, we must not forget an important dimension of tourism, and that's the cultural tourist dimension. In the recent past we've seen a study which indicates that 29 cents out of every tourist dollar is spent visiting a historic or cultural facility. It's my hope that this motion will be passed, and that when it is, we will look at educating those we need to develop further our industry but that we'll do it in a total sense, that those involved not just in marketing our mountains and streams, not just in the tourist facilities that are in those particular areas, are taught and are developed in terms of their skills and their abilities, but also those who surround our historic facilities, surround our cultural activities. Because there is a great deal of potential there which is being realized to a greater extent on a day-by-day basis than ever before, but we still have a lot to develop.

I could go on to mention the specific historic sites. Perhaps in view of the time and the fact that I would like to see this motion passed, I will mention only that the Tyrrell museum is probably the greatest single recent example of how tourism and historic facilities have complemented each other greatly. In the first year of operation of that world-class facility we attracted not the 200,000 which we had as a goal to the Drumheller region, but over 600,000. That growth is seen to be taking place on a continuing basis and without question brings to our province, and in particular to that region of our province, people from around the world who want to visit, spend their dollars, and take part in the hospitality that Albertans have to give.

With respect to the specifics of the motion before us, I would agree with the comments made earlier by the person currently in the Speaker's chair, that indeed you can't ensure proper tourism and an attitude by education and degrees. However, Mr. Speaker, I would make the point that there is a need to make the people involved in our tourist industry aware of how they need to act and what the end result of those actions are on the dollars that they get into their pockets and that their particular facility has in terms of success. I believe that the kinds of programs the hon. member who sponsored the motion has indicated in this motion will do that.

With those remarks, Mr. Speaker, and asking members not to forget the cultural dimension to tourism as we move ahead in our desire to build further this excellent third leg to our stool of major industries in the province, I would urge all members to support the motion and to move ahead with this kind of program in our community.

HON. MEMBERS: Question.

MRS. CRIPPS: Mr. Speaker, I'll leave time for the question, but I did want to get in on this motion. I thank the Member for Ponoka-Rimbey for introducing it. In defence of Red Deer, I worked in Red Deer and we gave excellent service.

I'm delighted, Mr. Speaker, to speak on Motion 215, and I'm also delighted to have been a member of the committee that

worked on the tourism paper. I'm glad that the government has made tourism a priority and that the minister intends to double and triple the revenue from tourism. We in agriculture accept the challenge to outdo tourism, and I'm sure we will in the future.

The focus and the theme of the committee I worked on was on selling Alberta. Frankly, world attention will be focused on Alberta in 1988, when the Olympics are in Calgary, and you can't beg, buy, borrow, or steal that kind of advertising. I think we have to take advantage of the Olympics in 1988. We need to ensure that our visitors get the very best of service we can provide, and I guess the key, in my estimation, is service. You know, if you ask for bacon and eggs at 2 o'clock in the afternoon, the reason you want bacon and eggs is because that happens to whet your appetite at that point in time. If someone says, "Well, the cook won't make bacon and eggs at 2:30 in the afternoon," I say, "Would he make me a bacon and egg sandwich?" "Oh, yeah." "Well," I say, "just leave off the bread then." Really, if the customer wants coffee with the meal if you're at a banquet, let's serve coffee with the meal. I swear to heaven that sometime I'm going to take a thermos to some of these banquets and put it under my table so that I can have coffee. If you don't happen to drink wine, you just about choke before they serve the coffee. Those are the kinds of things that I think we have to look at when we're looking at service to the customer, especially during the Olympics. Mr. Speaker, we're going to have people from all over the world here, and we need to provide, if we can possibly do it, whatever they ask for in the way of service and hospitality.

From an agricultural point of view I don't think we've ever had better opportunities, and I've talked to Better Buy Alberta and the Alberta food processors and the restaurant associations to ensure that we feature Alberta products at the Olympics. We've got 1.6 million Olympic visitor-days, and if they each eat a quarter pounder -- I'm going back to your comments -- that's 400,000 pounds of hamburger. It should be the very best hamburger we can produce, and it should be Alberta beef. We want to encourage those people, when they go home, to order Alberta beef and to remember that they had the very best hamburgers they ever ate in Alberta.

No place in the world is as pretty as this province, and we need to be selling our four seasons, not just July and August but April, May, and June, and September and October -- tremendous months for traveling in this province. I agree with the comments of the Member for Lethbridge West that friendliness, helpfulness, service, and knowledge are the most important attributes of people working in the tourism and service industry. I particularly like the emphasis on the first part of the member's motion, which is high school awareness, because I don't think, if you do a good job of it, that there is any job as interesting and that provides as much self-confidence and personal relationships with the people you're working with as working front line and centre in the tourism and service industry.

[Mr. Speaker in the Chair]

Mr. Speaker, due to the time, I don't want to take up any more, but I certainly hope that members will support this motion and that this is only a beginning in working with the entrepreneurs in this province, government and entrepreneurs working together to improve the tourism opportunities that we have.

HON. MEMBERS: Question.

MR. SPEAKER: There's a call for the question. Member for Ponoka-Rimbey, summation?

MR. JONSON: Yes, thank you, Mr. Speaker. Just two things very briefly. First of all, I think that with any education program, to be effective it has to be acknowledged that you have to have a certain amount of common sense and the proper attitudes to go with it, but I do think efforts in this area will be beneficial.

I'd like to thank those people who have participated in the

debate. I think the *Hansard* for today will provide good reading along with the motion if, as I hope, this motion is passed, Mr. Speaker.

[Motion carried]

MR. RUSSELL: Mr. Speaker, I'm going to move that the House do adjourn until such time as it receives the report of the Committee of Supply later this evening.

[The House recessed at 5:27 p.m.]