

**Legislative Assembly of Alberta**

Title: **Monday, May 7, 1990 8:00 p.m.**  
Date: 90/05/07

[The Committee of Supply met at 8 p.m.]

head: **Committee of Supply**

[Mr. Schumacher in the Chair]

MR. CHAIRMAN: Would the committee please come to order. Before we commence our evening's business, which is the study of the estimates of the Department of Tourism, could there be unanimous consent to revert to the Introduction of Special Guests?

HON. MEMBERS: Agreed.

head: **Introduction of Special Guests**

MR. CHAIRMAN: For that purpose the Chair would like to point out to our guests that we are engaged in the budget process. The Treasurer brought down a budget, I believe on March 22, somewhere around that time, and the rules of our Assembly provide that there will be 25 different occasions on which the Assembly in Committee of Supply has to go over and examine those estimates. We are now, I think, at day 23, and the general principle is, roughly, to go alphabetically. The Department of Tourism is fairly close to the end of our departmental alphabet at least, and that's what we're doing this evening.

The hon. Minister of Public Works, Supply and Services would like to introduce some special guests.

MR. KOWALSKI: Thank you very much, Mr. Chairman, and I very much appreciate the support of the members of the Assembly to allow this very special and unique introduction.

In the members' gallery are 30 members of the Barrhead and area Chamber of Commerce. They're led by their president, Kelly Kalmbach. They're accompanied by Reeve George Visser of the county of Barrhead and Councillor Karl Wahl as well. Mr. Chairman, they've come to Edmonton to have a discussion with me, to visit the Legislative Assembly, and to observe the operation of the Legislative Assembly.

I pointed out just a few minutes ago that what we would be doing tonight, in my humble view, were some Bills, and I've also indicated to them that the ebb and flow of this Assembly works so dramatically that sometimes changes that occur at 8 o'clock in the evening are different than those that some of us are aware of earlier in the day. We're now no longer, I understand, dealing with second readings, but we're now in Committee of Supply. I think that's very important because they'll certainly be able to see a very distinguished member of ours, the Minister of Tourism, present his estimates and see how we all reap the benefits of tourism in our part of Alberta.

Mr. Chairman, I'd ask my colleagues in the Assembly to extend the best and warmest of greetings to my friends from the Chamber of Commerce in the town of Barrhead, and as my colleagues do that, I'd ask them rise so they can receive the acknowledgement.

head: **Main Estimates 1990-91**

**Tourism**

MR. CHAIRMAN: Now for the business of the evening. It will commence with the introduction of the estimates to be found at page 325 of the main book and elaborated on with the elements commencing at page 145 of the supplementary book.

The hon. Minister of Tourism.

MR. SPARROW: Mr. Chairman, members of the Legislature, and our welcome guests – and especially from your riding, Ken, because I thought they were all my staff. They were going to be here . . . But I see a few up there that did not stand up, and I will ask them to rise a little later in my speech.

I'm happy to present the 1990-91 budget for Alberta Tourism and to report that the department has reached new successes in every program this year. In an effort to meet our government's financial objectives, our 1990-91 estimates of \$31,809,000 are down some 1.2 percent from our 1989-90 comparable estimates of \$32,202,395. Alberta Tourism has achieved its ongoing mandate to lead in developing a competitive tourism industry which will contribute to the economic growth in Alberta.

I am pleased to announce that the Alberta tourism industry has had another year of healthy growth in both the international and domestic markets. The Alberta tourism industry has grown with the department through initiatives such as the acclaimed community tourism action plan, which recently won a prestigious Gold Award from the Pacific Asia Travel Association and an honour award for planning excellence from the Canadian Institute of Planners; such as the successful \$30 million community action program managed by the Tourism Industry Association of Alberta.

If the municipalities continue to leverage at the present rate of \$3.40 for every dollar from the program, we see over \$100 million in development from this program plus many things that will be done in communities by the private sector and clubs that do not receive funds: such as the \$20 million Team Tourism marketing program that when matched will over five years create \$40 million in marketing projects – this is also administered by the Tourism Industry Association of Alberta; such as the business development branch for entrepreneurs; our successful international marketing campaigns; the recently completed \$56.3 million Canada/Alberta Tourism Agreement that has assisted some 497 projects that have a combined value of some \$391 million of value. That's a leverage, Mr. Chairman, of over \$6 being spent on projects by the proponents for every dollar that came out of the fund. That's very, very successful. And the highly successful Alberta Tourism Education Council. During the coming year our strategic goals allow us to enhance these industry initiatives through the new regional generators program and through upcoming Pacific Rim initiatives.

Our achievements over the past few years have spoken for themselves. Some major initiatives have been launched and are entering their second and third successful years. Alberta Tourism has been through a major reorganization as the department matured, as has the industry. The department now has four divisions: Corporate Development, Industry and Business Development, Planning, and Marketing. I must congratulate the department and staff for the remarkable accomplishments in providing leadership in the industry. Our deputy minister, Bernie Campbell, and representatives from our

divisions are with us this evening, and I'd like them to rise and be acknowledged.

Our activities have broadened, our focus has changed, and our private-sector partnerships have increased. Our increase in human resource dollars is really reflected in the wage area due to increases in contracts, full staffing of positions, and costs of living. We need the experience of a well-trained, knowledgeable department if we're going to lead this dynamic, growing industry into the 1990s.

Mr. Chairman, it will be an exciting year in the tourism industry as our government partnership grows. At Alberta Tourism we are aware that tourism is expected to become the world's largest export industry by the year 2000. We also are aware that tourism is a private-sector industry worldwide and that municipalities that assist, encourage, and facilitate the new and existing family businesses will surpass the communities that focus only on public-sector projects. There is a necessity for all projects, public and private, to be clustered and site self-sufficient in the future. Stand-alone projects are not as cost-effective and should be discouraged compared to the clustered type of projects.

In order to turn Alberta's third largest industry into a major competitor, we must rely on the private sector to provide viable tourist attractions and infrastructure. We must support their efforts and strengthen their capabilities. Through our offices in Edmonton and Calgary, Alberta Tourism provides ongoing assistance to industry partners throughout the province, and we are constantly being asked to expand these business services to northern Alberta.

As you have seen over the past few years, the department has become a close partner with industry, working with Alberta communities and businesspeople on a daily basis. We plan to assist every Alberta community in completing their own plans for economic development through tourism. With 99 percent of Alberta's 429 communities currently involved in tourism action planning, there are 205 communities which have completed their plans. A total of 4,400 goals have been set by those communities; 2,700 or 62 percent of those objectives are being addressed by those communities. Our goal is to see every community participate in a completed plan and assist in meeting the goals and objectives they have set for themselves. Community efforts will continue to be supported through the \$30 million community tourism action program administered by TIAALTA. To date some 166 projects worth about \$18.6 million have received about \$4.3 million in community tourism action program funding. That is, for every dollar provided through the Alberta lotteries funding program, an additional \$3.40 is injected into the economy in those communities.

Our business development branch is in its second year of supporting Alberta entrepreneurs. By providing specialized tourism counseling and business assistance, the branch will continue to aid in the development of our provincial tourism industry and to create stronger tourism businesses in the province. The branch will continue to work towards improving the investment and business climate in the Alberta tourism sector. A regional generator initiative was announced in the 1989 throne speech to stimulate investment and development in the Alberta tourism industry. An initial \$2 million has been identified this year by way of cost-shared feasibility studies and capital development funds to facilitate private and nonprofit-sector projects.

We are presently developing a set of guidelines which will govern the approved process of any funding support provided.

An interdepartmental committee has been struck to provide the cabinet tourism committee with recommendations for assisting suitable projects.

Mr. Chairman, our tourism marketing efforts have successfully addressed our local, national, and international tourist markets. Our popular toll-free vacation counseling services have grown in demand, providing tourism information to visitors from Alberta and abroad. With two new travel information centres opened last year, we have been able to serve all visitors better. Those were in Milk River and Field, B.C., and all but three of our TICs will be open year-round to serve our four-season visitors.

The Team Tourism program administered by TIAALTA has given our private-sector operators the power to reach more potential tourists than ever before through their marketing efforts. Through the \$2.2 million kick-start component of Team Tourism, valuable promotional videos were recently produced for Alberta's 14 tourist zones. We will continue to support the Tourism Industry Association of Alberta in administering that program, which has already contributed over \$3.8 million in marketing grants to over some 400 applicants across the province.

Our international activities are met not only by the comprehensive library of promotional films and literature but also by ongoing attendance at trade shows and fairs in our target market areas with our private-industry representatives. For example, Mr. Chairman, our German market has gone from generating revenues of \$173 million in 1986 to \$27.4 million in 1989 – and that's a 583 percent increase – thanks to our staff and the commissioner general of trade and tourism, Horst Schmid; our Japan market has gone from revenues of \$23.1 million in '86 to \$47.2 million in '88, an increase of more than 100 percent. And we know that both have increased again in 1989. Our international offices along with our commissioner general of trade and tourism are actively promoting Alberta as a destination for leisure and for business.

Part of our ongoing marketing strategy, Mr. Chairman, will include the future targeting of Pacific Rim markets in up to 10 countries. A lucrative market for tourism, Pacific Rim is receiving worldwide attention, and we have discovered that the Alberta tourism product holds tremendous appeal in that market. We've chalked up several successes last November while working with the private sector at the Japan Association of Travel Agents Congress, where some 65 countries were represented. This April we hosted the prestigious Pacific Asia Travel Association Travel Mart here in Edmonton. This was the first time this important trade show has been held in North America. Approximately 1,200 influential travel industry members from 51 countries met here in Edmonton. Delegates saw many Alberta sites while they were here and during a scenic train ride to the PATA Conference in Vancouver. Alberta Tourism and our 35 private-sector partners received the 1990 PATA Travel Mart professional award in recognition of the outstanding participation at that travel market. At the travel conference in Vancouver we accepted the prestigious Gold Award for our innovative community tourism action plan program.

This summer the great Dinaventure display will go to Japan. We have a prime opportunity there to market Alberta's tourism assets. Hitachi Dinaventure is expected to attract approximately 1.5 million people during the two-month run. Alberta Tourism in partnership with the private sector will have its own exhibits showcasing the province's tourism attractions. More than 10 private-sector company representatives are participating along with three major Japanese sponsors who will be spending in

excess of \$20 million at the exposition. Alberta is making tremendous inroads into the broad Pacific Rim market. The time is right, and we are facing tremendous opportunities, and our reputation is growing very fast in that market.

One of our biggest successes though, Mr. Chairman, over the last several years has been the Alberta Tourism Education Council, and we will continue in this budget to support the council. The council, which made news under the able chairmanship of the Member for Red Deer-North – good news for all the people in the tourism industry – is now in its third year of operation. Under the recent leadership of the Member for Banff-Cochrane, the council is preparing for new successes and an acceleration of the program, which I have asked the chairman to report on after my remarks. The council will continue to work with industry to develop standards for occupations in the tourism industry, and it will continue to improve the quality and professionalism within Alberta's tourism industry. Recognized across Canada for its leading edge activities, the council is paving the way for career growth and development in the tourism and hospitality industry.

Twenty-five standards, primarily in the hotel, restaurant, and ski industry sectors, have been or are in the process of being developed. A memorandum of understanding has been signed between the four western provinces for the use of these standards, and Nova Scotia and P.E.I. want to join in. We will be working with other Canadian provinces and territories, national associations, and the Pacific Asia Travel Association to ensure that our standards are international in scope. By improving the standards in the industry, the council is making Alberta a more competitive tourism industry.

Another co-operative effort aimed at improving our tourism industry is the Alberta Best program recently introduced by the department and the Alberta Tourism Education Council. This new program will heighten tourism awareness among all Albertans and provide hospitality training to the tourism industry. It is a valuable team effort which will play a very large role in strengthening our sector of the economy.

In conclusion, Mr. Chairman, through our various initiatives and our activities this year, we are providing continued support to this growing industry. Through fiscal restraints and growing partnership activities, we have remained firmly on track in our government's eight-point strategy for tourism: one, a solid tourism foundation at the community level; two, a solid service structure for the industry; three, regional and provincial tourism generators; four, major destination resorts developed by the private sector; five, an appropriate infrastructure and transportation access program; six, education and training needs for the industry; seven, integrated approach to marketing; and eight, a review of all government policies affecting tourism.

Mr. Chairman, I would like to ask the Member for Banff-Cochrane, the chairman of the Alberta Tourism Education Council, to now supplement my remarks.

MR. CHAIRMAN: The hon. Member for Banff-Cochrane.

MR. EVANS: Thank you very much, Mr. Chairman, and thank you very much, hon. minister. It's delightful to be here this evening to speak to the Tourism estimates. It's particularly delightful for me because I now have the opportunity as the chairman of the Alberta Tourism Education Council to have some direct input into what's happening in tourism in this province. That's particularly appropriate representing Banff-

Cochrane because tourism is such an important part of our constituency.

As the minister pointed out in his remarks, we in Tourism do not operate by ourselves; we operate with a fantastic team. He's introduced a number of the people from the department this evening, and it's with great pleasure that I'd like to introduce the executive director of the Alberta Tourism Education Council, Susan Dowler, whom I've not known for very long, but it seems that every week I get to know her a little bit better. And that's all aboveboard, Mr. Chairman and hon. colleagues, because we're both working to improve tourism and the Tourism Education Council in Alberta. I would ask if Susan would stand in the members' gallery and just receive the recognition of the Assembly.

Since I had the opportunity to take over the chairmanship of the Tourism Education Council in March of this year, Mr. Chairman, I've come to know the council, a group that represents and works with the tourism industry and with various government departments. It's an industry-driven body which incorporates a number of departments in government. Not only is it under the auspices of the Tourism department, but it works very closely with Career Development and Employment, Education, and Advanced Education. But again I must point out that it is industry driven, and as much as we do as government, we really wait for industry to advise us of the areas that need the assistance – the help and the companionship, if you will – of the Tourism Education Council. We also work very closely with educational facilities in this province to make sure that we have a co-ordinated effort. What we are trying to do, of course, is deal with this dedicated group of volunteer professionals from the industry who are determined to make sure that Alberta's tourism and hospitality industry is Canada's best.

As the minister has indicated, I'm very lucky to be following in the footsteps of a very forward looking colleague, Stock Day, the MLA for Red Deer-North. Under his leadership the council has undertaken a number of provincewide initiatives since its creation in 1987. I encourage the hon. members from across the floor to come and spend some time in my office or in the Alberta Tourism Education Council office, and we will point out to you all of the important initiatives that were begun by my colleague Stock Day and also advise you of some of the important initiatives that we will be working on in the next few years.

Soon after I began as the chairman of the council, Mr. Chairman, the first Albertans graduated from the standards and certification program that was initiated in the last three years, and a great deal of hard work and initiative led up to that day. A few statistics: in Alberta currently we have about 100,000 people who are employed in the tourism industry, and that number is expected to double by the year 2000. Tourism is not only a major employer in our province, but it certainly holds the promise for employment well into the future, and that's why I'm particularly happy that our government has focused on tourism, recognizing that it is our number three industry and may very well, as in the world around us, become the number one industry in the not too distant future. With Alberta's growing reputation for excellence, we plan to be a major competitor in this world industry, and one thing we've learned in that global market for tourism is that hospitality excellence is the key to gaining a competitive edge. The more people travel, and obviously that's becoming more and more a statement of fact, the more they want in a destination. They want quality, they want good service, and they want professional treatment. The Alberta

government has worked closely with the industry to set up the Alberta Tourism Education Council with those goals in mind.

But the council doesn't only work to increase the standards of service in Alberta. It's breaking new ground in creating career opportunities in both the tourism and the hospitality industry nationwide. The council is working with educational institutions starting from high schools and moving towards the major universities by providing career paths so that young people and those who are not quite so young can enter into the tourism industry at any particular level and recognize a career path that will lead them through a meaningful and, hopefully, well-paying career. The Alberta Tourism Education Council is helping to train those Albertans. Working with industry advisory groups, we're developing the first-ever professional standards for occupations in the industry. The council has developed or is in the process currently of developing approximately 25 sets of standards primarily in the hotel, restaurant, and ski industry sectors.

As the minister has indicated, there is considerable interest by the other provinces in Canada with what is happening in Alberta. We are hearing virtually every month from a different province indicating an interest in the general terms of the programs that we have for standards and certification and very much interested in purchasing these programs so that their constituents, their people have an opportunity, as we have in Alberta, to move forward in the tourism industry.

I'm very happy with the comments of the minister this evening as well about the co-operation we're getting from the federal government. They have indicated a great deal of interest in the programs that have been developed in Alberta, and I look forward to working with the minister in a co-operative effort so that tourism Canada-wide will gain greater focus and we will see very positive steps in the future. Alberta has proven to be a Canadian leader in this regard, and other provinces are in the process of both accepting and adopting our models and standards, these models and standards coming from the Alberta Tourism Education Council. The standards will eventually lead to certification for Alberta's tourism and hospitality employees, raising the level of expertise and recognition for Albertans in this industry. These certifications will result from standard province-wide examinations, and certainly those in the industry and others who are contemplating becoming involved in the industry are getting very excited about those possibilities.

Recently the council pilot tested its exam for food and beverage servers. About 70 different businesses participated, while over 500 employees volunteered to pilot test the exam. The council is now taking this another step. We're not only working with industry on a continual basis, but we operate a hospitality resource centre from the offices here in Edmonton in the Standard Life Building that provides information through videos and brochures and manuals to tour operators who wish to assist their staff with training and career development, and we work on educating industry through our newsletter and through various activities throughout the year. The council is dedicated to helping Albertans reach the best possible opportunities in this field.

Tourism has an extremely exciting future, Mr. Chairman, and there are tremendous opportunities ahead. We just have to reach out and grab them. Some of the exceptional career opportunities are out there for those who wish to become involved, and we'll certainly be identifying many more in the years to come. I think the major challenge I have as the chairman of the Alberta Tourism Education Council is to work

with industry and work with our educational facilities to not only identify those opportunities but to make sure we get them across to as many Albertans as are interested in them, using the technology we have available to us today and implementing new technology as it becomes available.

I'm very proud to say, Mr. Chairman, that the Alberta tourism council is providing the leadership to make those opportunities possible. I thank you for the opportunity to make my points this evening.

MR. DOYLE: Mr. Chairman, it's my pleasure to stand tonight and make suggestions on tourism to the minister, having just driven some very lengthy miles from Edson after being notified around 5 o'clock that the debate was coming up tonight. I am sure it's not the minister's fault that the weather was stopping people from coming toward Edmonton, but rest assured there were many traveling west to the beautiful riding of West Yellowhead.

I'd like to begin, Mr. Chairman, by thanking the minister for his openness, especially when things are going well, and saying how pleased I am that the hon. Member for Banff-Cochrane has been appointed to the Alberta Tourism Education Council. Your deputy minister, Bernie Campbell, has been a tremendous help on many requests from my constituents and myself over the last year. I'm sure the hon. Member for Banff-Cochrane will indeed find it a pleasure to work with the great staff on the Alberta Tourism Education Council, especially somebody by the name of Susan Dowler, who is a very fine representative. I wish her longevity in that field. It was a great pleasure of mine going to the Canadian Parliamentary Conference in Yellowknife. I made my base in Yellowknife, but unfortunately they couldn't make theirs the rest of the way because of a very bad storm. But I want to assure the minister that she worked very hard all weekend while in Yellowknife and called local people together to promote the things she sponsors.

Mr. Chairman, Albertans recognize that the tourism and hospitality industry encompasses a range of products and services that includes campgrounds, motels, hotels, transportation, service stations, various recreation activities, and a wide variety of shopping opportunities in Alberta. There are many historic sites and scenic drives, and mountain scenery, especially in the ridings of West Yellowhead and Banff-Cochrane and a little tip of the riding of Rocky Mountain House where they can travel the Icefields Parkway. I'm sure that with the Member for Banff-Cochrane on that committee, tourism will be well promoted in the mountains from now on. Some of these places, of course, are quiet towns and villages, Mr. Chairman. But our forest stretches into the horizon in some places where it has not been disrupted by too much cutting by some of the multinationals, and Alberta still has many clean lakes where there is no fault with the forest industry, except that of air pollutants which fall on some lakes.

Also, Mr. Chairman, tourism/hospitality touches on almost every business activity in the province of Alberta. In 1988 the Olympic Winter Games opened the eyes of the world to Alberta. This province is now established throughout the world as a major destination. We need to be diligent in providing world-class facilities and services to visitors no matter where they come from, and this will require careful, forward-looking planning by both the public and the private sectors. Tourism is one of our few major growth industries in Alberta, Mr. Chairman. I believe it's the third largest in the province today. The tourism industry offers very real opportunities for diversifying Alberta's economy

and, further, is a sector in which employment can be created very quickly, particularly for the large number of unskilled and semiskilled workers.

Mr. Chairman, in the estimates on the Minister's Office, although the budget was cut by 1.2 percent, I believe it was, the Minister's Office has been increased by 9.1 percent and the Deputy Minister's Office has been increased by 11.1 percent. Perhaps the minister could address the reasons why they were increased.

Vote 2.1.4, Generator Planning, was increased by 27.9 percent. Perhaps the minister could mention why that increase and where those funds are going. Of course I concur, though, with the minister's widely held belief that the tourism industry has the greatest potential in Alberta. We're blessed by those majestic mountains which are in the riding of West Yellowhead, and of course there are some in Banff-Cochrane and a little bit in the Rocky Mountain House riding. We have very clear streams there and mighty rivers. We have broad plains, historic sites, productive soil, and a population that reflects a rainbow of heritage and customs from its founding people. The desire of Albertans and visitors to this province to sample this wide variety of sights, sounds, and history has been well established over the years.

In the riding of West Yellowhead, Mr. Chairman – Jasper precisely – Bullet-nosed Betty, the great love of Harry Home and those of the Rocky Mountain Rail Society, has been put up for tender, I believe, by Alberta Tourism. I would like the minister to respond as to whether Mr. Home and the Rocky Mountain Rail Society will still be taking part in that train that they worked hours and hours on. For at least 30 years Mr. Home was looking to getting this train going, and I hope the minister will respond as to whether the Rocky Mountain Rail Society will still be involved with that. Or will it be taken over completely by Tourism Alberta or the successful bidder?

I would also say, Mr. Chairman, that it is my belief that education and training is a very important part of this growing industry of tourism, and our reputation as a hospitable and friendly province needs to be embellished and secured. Under Training and Professional Development, there was a cut of 92.2 percent. The minister perhaps could let us know what that cut was for. Is that program finished? Is there another program to take its place? Why is the shortfall of that amount of dollars there?

As we travel through Alberta and meet people, especially tourists, having worked in the tourist industry for many years as the former mayor of Edson and worked on the community tourism action plan, one of the greatest plans this government has brought forth – the minister acknowledged earlier the great prize we got recently, and great prizes have come to the community I represented for having the plan in early – I would hope the minister would be sure that the funds are still there to carry that program through. However, I do see the community tourism action plan has been cut by 13.1 percent. But I believe Alberta Tourism must increase the level of training for all tourist information centres. The present tourist information centres are operated by the province, and tourism zones in central and southern Alberta are not providing adequate information or counseling on destinations north of Edmonton. I believe that with Rendezvous '92 coming up on the Alaska Highway, the minister should make those people in those tourist booths well aware of the route they could take coming in south of Lethbridge on Highway 2. By the year 1992 they will have a four-lane highway not only as they come into Alberta but right

from New York City, Dallas, Texas, Chicago, Detroit and into Alberta through Lethbridge, up through Calgary, Edmonton, and four lanes right to Hinton.

I would hope the Minister of Tourism would join in supporting the paving of Highway 40 between Grande Cache and Grande Prairie. It's a most needed route, with the four lanes coming as far as Hinton, then approximately a two-hour drive to Grande Cache on a paved road and some hour and a half to two hours left unpaved. Those people could come in from the south of the province, come up through the centre of the province, visit all the tourist areas they want like the Tyrrell museum, Kananaskis park, and then take four lanes to Hinton and head directly to Grande Prairie on a new, beautifully paved highway. They would be able to join the Alaska Highway at mile 1.

I would hope the minister would also make sure that as often as possible tourist information centres hire local and well-informed people who are able to answer local tourism inquiries as well as those of people traveling farther on.

The government of Alberta and major private-sector partners have a responsibility for the provisions of public education, to teach the public the skills and attitudes necessary to strengthen and improve the tourism industry in Alberta and to improve the profile of tourism as an industry by providing educational units at each level of the education system. I believe a well-extended course in the school curriculum from, say, grade 5 on would benefit many young people who now drop out of school sometimes at grade 7, 8, or 9 and really have no place to go but the ghettos of a job such as being a waitress or a waiter in a restaurant. I believe we could start training them much earlier in the schools and, along with the help of the Alberta Tourism Education Council, we could make tourism a place that would be talked about throughout the world.

While both the provincial and federal governments provide funding for training and education for individuals through apprenticeship programs and programs at different education institutes, there is not a program I know of which provides assistance to business to allow employees participation in short-term training programs or provides assistance to individuals for short-term entry level training for the tourism industry. I believe, Mr. Chairman, that we must provide assistance for short-term training related to the hospitality and tourist industry, especially to assist learners in short-term programs at the job entry level or to assist the employer who may need to release such employees for short periods in order that they can upgrade their skills.

As we travel and meet with tourists throughout Alberta, Mr. Chairman – I'm very pleased to see that the Minister of Energy is here; the Treasurer has left – there's no complaint larger than the price we have to pay for our automotive fuel in the province of Alberta. People like the Yellowhead Highway Association have a strong feeling that if we do not bring gas prices in line with our friends to the south or somewhere towards that, tourists will simply quit traveling through Alberta because of the high price of gas. We must encourage the development of a public education program designed to improve the public image of tourism hospitality and to improve public skills and attitudes in dealing with visitors and be responsive to the recommendation of the Tourism Education Council.

The government of Alberta is to be commended for the fine infrastructure of parks and facilities, but I believe we could expand greatly on these parks. I don't believe there are enough parks in Alberta. There are not enough ecological reserves

protected. I would hope the Minister of Tourism would encourage the ministers of forestry and the Environment and others, like the minister of multiculturalism, to protect these very fine facilities.

Alberta must develop also world-class, four-season destination points. We have some, of course, but I believe there are other industries that we can get into. One that comes to mind is in my riding. Silver Summit alpine village has a proposal. They have located geothermal water there. They would like to develop that, heat their whole facility, have a man-made lake, have golfing in the summertime, a ski hill in the wintertime, and horseback riding, bush trails for hikers. I would hope the Minister of Tourism listens closely when that application comes forward. The Minister of Energy, I'm sure, will be interested in the development of geothermal in that area.

I believe the time for increasing the government's commitment to developing tourism could not be better, Mr. Chairman. There have been some cuts, like Employee Certification. Perhaps the Member for Banff-Cochrane could address that. It has been cut by 31.9 percent, yet Tourism Education Council Operations have been increased by 18.8 percent. I do believe that the Member for Banff-Cochrane could respond to those much better than the former member, who we can't speak of because he's not here this evening.

MR. CHAIRMAN: Order please, hon. member. I must remind the hon. member that it's unparliamentary to refer to the presence or absence of members in the Chamber.

MR. DOYLE: Sorry, Mr. Chairman.

I also hope the government would ensure that its investment in advertising Alberta as a destination is at a level comparable to the investment of our neighbouring provinces and will not face a reduction from its current levels.

I'm pleased to see that the Team Tourism project is working very well, Mr. Chairman. I would hope that as we look forward to the development of the so-called Cormie ranches, the Minister of Tourism would be very careful that tourist dollars are not swayed that way. There have been many things through the community tourism action plan on the drawing board much longer than that, and I would hope any development of those properties would not come from Alberta Tourism – certainly not unnecessarily as it did to the \$70,000 given to Stetson, a Mr. Marvin Ostrom, which was not cost-shared to my knowledge by that member. The House was not sitting at the time or the minister would have been well challenged on the \$70,000 funding, although I did read his responses in the newspaper. It does not satisfy me, though, Mr. Chairman, that that \$70,000 was given out to such an underhanded individual that got it. But the minister has said that he will continue to be active in the community tourism action plan. Most municipalities, I believe, have their plans in by now. Perhaps the minister could advise the House as to how many plans are done, how many more he expects to have.

In recent years, Mr. Chairman, the government of Alberta and the government of Canada have invested in major tourism destination attractions such as the Tyrrell museum, the Remington museum, Head-Smashed-In Buffalo Jump, Kanas-kis, and others. These museums have been and will continue to be major tourist attractions. However, the focus has been on southern Alberta, with little or no apparent concern for central and northern Alberta. The minister should address a study that was done by the municipalities of northern Alberta some three

years ago: very clearly, checking with government estimates in different departments, only 15 cents on the dollar was spent in northern Alberta in comparison to southern Alberta. I have no complaints with that, Mr. Chairman, but I'd like to see that same level of spending brought up.

[Mr. Jonson in the Chair]

If Alberta is to attract tourists to other areas of our province, it is essential that we provide additional opportunities for the visitors to explore our province. Alberta Tourism, in co-operation with multiculturalism, parks and recreation, forestry, fish and wildlife, transportation, and other related departments of the government, must develop a master plan that will ensure that all of Alberta can benefit from increased tourism.

Mr. Chairman, that winds down my response to the minister's comments. I hope he would answer some of the questions I brought up, and I wish him and his department success in the future.

MR. DEPUTY CHAIRMAN: The Member for Calgary-North West.

MR. BRUSEKER: Thank you, Mr. Chairman. It's an honour to be here again this evening to join in the budget debate. I'd like to take this opportunity to congratulate the Member for Banff-Cochrane for being appointed to the Tourism Education Council. I think in all honesty probably Banff is Alberta's most well-known tourism destination. I think it's very appropriate that that member was selected for the council and for the chairmanship.

Now, looking at the budget address for Tourism in particular, I notice that we had some 27 pages of Budget Address delivered by the hon. Provincial Treasurer. We keep hearing how tourism is the up-and-coming wunderkind of the economy and the economic diversification of the province of Alberta, yet when you look in the Budget Address on page 10, you find all of the references, all five sentences, to the tourism industry, it comprises a total of two paragraphs, five sentences, out of 27 pages. There are a couple of sentences in particular on that page. It says:

Tourism holds great potential for economic growth and job creation.

Good.

The Calgary Olympics gave Alberta worldwide exposure and the facilities needed to attract and support international events.

Another good statement. Finally it says, at least in the first paragraph:

Our marketing efforts will complement this exposure and further boost tourism revenues.

I want to talk about that a little bit when we get to vote 2 in talking about the marketing efforts.

In particular when we look at the department, we see, as the minister mentioned, that the total amount to be voted is down 1.2 percent from last year, a decrease following a decrease last year of another 3.9 percent. It seems to me that if we are wanting tourism to become the number one industry in this province by the year 2000, in fact we're going to need to expend more money and not less. So it seems kind of contradictory here. A large part of the decrease, though, as the minister mentioned, is due to the ending of the Canada/Alberta Tourism Agreement, CATA. The first question I would put to the minister regarding CATA is simply this: will the program be

replaced with something else, or is it dead and gone and never to be restored?

Looking at elements page 145, I would put a question to the minister regarding in particular vote 1.03, Corporate Development. I asked some questions on this particular one last year. I notice that it's going up some 73 percent this year. It went up substantially last year. Again, what is that? What is the corporation? Is this within the department or is it outside the department? Who are the members of this corporation? What is their role? What benefit does the province receive from that Corporate Development section, a 73 percent increase and some \$2.5 million? So I'm kind of curious about that. I would like to offer a compliment to the minister regarding vote 1.04, Finance and Administration. Costs have, in fact, gone down. There's a some 5.1 percent decrease. I believe that's the direction we should be going. Well done.

Vote 2.1, Planning, overall shows an increase of some 8.6 percent. In one that is noticeable there, Generator Planning, a 27.9 percent increase, the dollar figure is not really great, but the question I would have is that I'd like some more detail in that particular area. What kind of planning is occurring in that area? Is it within the department or is it from outside the department? What is that \$485,000 going towards? Is that primarily salaries of individuals within the department, or where is it going?

With respect to vote 2.2, Industry and Business Development, I have a number of questions in that particular area. This, of course, is the CTAP funding, the community tourism action plan funding. I know the minister made some comments last time that quite a number of communities had in fact submitted and he had received their action plans. The question I would put to the minister is: now that he has this smorgasbord of ideas where the requests far exceed his available resources, how is he going to select which projects will get funding, and how is the prioritization going to be occurring? Because what we have here is a wish list from each community. It would be nice to do them all, but obviously we don't have the financial resources to do that. So I'm wondering how the minister is planning to prioritize those kinds of things.

In vote 2.2.4, Regional Generator Development, I notice an extra \$2 million allocated to this particular area. It talks about the idea of regional tourism generators, and I simply want to make a comment about that. The idea of developing local community, small tourism generators is a good idea, but in order to really maximize the uses of those, we might need to make sure we bring visitors into the province. That's why I'm going to come back to the sentence I read from the Budget Address talking about the market efforts. We see a decrease further down in Advertising; we see a decrease in Sales and Promotion. The question I have is: how are we going to get those extra people into all those areas where we're getting the regional developments occurring if, in fact, we're not spending the dollars in vote 23, Marketing? We need to have more people taking greater advantage of the facilities we're going to be creating in that particular area.

Going on, then, to vote 2.3, I have some concerns and some questions in regard to Marketing. I've already alluded to a concern I raised last year regarding two areas in particular. Advertising is down some 35 percent this year; it was down last year 27 percent.

MR. DEPUTY CHAIRMAN: Excuse me, hon. member. Would the committee please come to order. Too many subcommittee meetings.

MR. BRUSEKER: Thank you, Mr. Chairman.

With respect to Advertising, then, we're seeing a tremendous decrease in the funds allocated towards advertising and promoting the province of Alberta. If this government is really committed to developing tourism in the province of Alberta, we need to advertise this province. So I'd hope the minister would address that issue, because I think that's a wrongheaded direction. We can't increase people coming here if, in fact, we're not telling them where we are and what it is that we have to offer. So we're looking at educating the vast populace of all of North America with respect to that.

Similarly, Sales and Promotion is also down some 10.8 percent. It was down 5.4 percent last year, and I'm concerned again about the same thing: we need to be telling people what it is we've got. I'm wondering if Sales and Promotion in fact refers to our tourism information booths, the ones that are so popular during the summertime. Last summer there was a tremendous problem with getting sufficient staff in those booths and getting information – the brochures, the maps, the flyers – into those booths. Is there going to be sufficient money allocated here under Sales and Promotion and under Advertising to get the information out to those tourists that come to this province? When we get them here, we want them to stay. We want them to know what it is we have to offer. We want them to know where it is. We want them to know how they can access it. If we're cutting down in those two areas, I fail to see that that's going to be a successful way of promoting our province. So I would request the minister to address that particular area.

So those are concerns where we see decreases. I've got some concerns where we see increases. In particular, vote 23.1, the Executive Director's Office, gets an extra \$275,000, a 35.6 percent increase in the salaries or expenditures in that office. I would ask the minister why we're seeing an increase in that particular area. Increasing costs of administration, which is what this appears to be, I don't believe is the right direction to be going in. I believe we should be spending the money in advertising and promoting our province.

I see Marketing Planning is increasing approximately 1 and a quarter million dollars. My question to the minister: is that the exit survey that the province is undergoing right now, where we have people out around the province asking those that are leaving where it is they came from, what they did, and so on and so forth? I think that's probably where that 167 percent increase is, and from my understanding, \$1.25 million would probably handle that particular function. Now, I think that could be a good idea, but I have a couple of concerns about that. Why was Gallup hired from Toronto to do the survey? Why wouldn't there be a preference given to hiring Alberta firms to carry out that survey under Marketing Planning, vote 23.2? My research indicates that there is a number of firms in the province right now, today, here that could undertake the survey as I understand it to be occurring and could have done the work right within our province. Therefore we could promote jobs within our province, again a little bit of diversification in terms of a tourism initiative, and I would have preferred we'd stayed in province. I would hope the minister would address that issue.

Now, having that out of the way, I would then ask: once the survey is completed and we collect all this information – I believe some 22,000 surveys are being done – what are we going to do with the information? How is it going to be applied? Are we going to see an increase? I hope we'll see an increase next year in sales and promotion, in advertising. Once we get the information, are we going to be able to target specific areas of

Canada, of North America? Are we going to be using the information to target specific socioeconomic groups? I hope the minister would address a little bit what we're going to do with the information gleaned from all those surveys.

Finally, within the Marketing section, vote 2.3.9, Commissioner General for Trade and Tourism, picks up an extra \$18,000 from the Department of Tourism. In another department he picked up an extra \$50,000. So in total he's gaining a little more than \$69,000 more this year estimated for his budget and his department than last year. The question I would put regarding that particular office is: has there been a cost/benefit analysis done so that we really know we're getting the \$600,000 worth of value out of the cost of keeping that fellow over in Europe and traveling around, jet-setting around?

Just a couple of brief comments about vote 2.4. I see overall a reduction. I understand the program is winding down, so the obvious question is: why is vote 2.4.6 showing an increase of some 68 percent? Again, the dollar figure is not great; it's \$68,000. But if the program is coming to an end, it doesn't seem to be necessary for it to increase. Analysis and Evaluation is going up some 40 percent. To me this seems to be a very appropriate expenditure, relatively small again. I hope that we get a good evaluation as to the real effect and benefit of the CATA program. I think that in general the program was quite a good one, but I have to wonder about some of the allocations for things like hot tubs and doughnut tents. So I hope we see a good analysis of some of the dollars that have been expended in that particular area.

With respect to future tourism projects, I'm not sure whether these fall under Industry and Business Development or where they are, but I'd like the minister to comment on a few of these. The first of them deals with railway tourism, and the Member for West Yellowhead has talked about it a little bit. The Via Rail routes have been canceled to a large extent through the province, and I would ask the Minister of Tourism if this government is still lobbying the federal government to restore Via at all, at least along the two main lines. Or is that now a dead issue? The reason I raise it is that the luxury train service proposal offered by Sam Bly seems to me to be beyond the reach of a good number of average Canadians and Albertans, and I think it is a strong community tourism action initiative. I know that the city of Calgary has been very much concerned about the cutback in Via, and I'd like to see some more accessible rail service available for the average Canadian.

Again, with respect to Bullet-nosed Betty, the 6060, I would wonder to the minister: what is the plan for this steam locomotive? Is it going to be sold? Is it going to be leased? Is it going to be on a static display? Is there a long-term plan to do something, whatever?

With respect to Team Tourism, which we find under vote 2.3.3, Team Tourism Administration, the question I would raise with the minister is the allocation of dollars. For example, West Edmonton Mall received some 44 percent of the Team Tourism dollars allocated for the city of Edmonton. West Edmonton Mall may be a good tourism attraction, but there are some other things too: the heritage park like thing – whatever it's called here in Edmonton; you've got the Provincial Archives museum here. There are a number of other tourism draws besides West Edmonton Mall, which I don't believe really reflects accurately what is happening in the city of Edmonton. So I would ask for the minister to make some comment on why they're getting such a large slice of the pie.

There are some mega tourism projects which we see in the media from time to time. In particular I would ask the minister to make some comment regarding the development of the Three Sisters resort. What's happening in that Canmore corridor with respect to the golf course proposals and the hotel development proposals that are happening in there? Again, with respect to the possible development of the Cormie ranch – I emphasize the word "possible" – is there any plan from this department? The third mega tourism project, if I can call it that, that I'm interested in is the Westcastle four seasons resort development. Is there government money being spent on this? Also, will there be environmental impact assessments required before these projects go ahead, or are they going to be allowed to go ahead pretty much on their own without any input from government?

With respect to Industry and Business Development, we're seeing in the tourism industry – and I know the minister is aware of this – a lot of people very concerned about the effect of the GST. I made a submission to the Provincial Treasurer that we should consider removing the 5 percent hotel tax that the Alberta government has put on hotel rooms, and I would ask the minister to pursue that with the Provincial Treasurer in order to promote our tourism industry, which I know the minister's very involved with.

Vote 3, Tourism Education. A question that I would put towards the chairman of the Tourism Education Council: vote 3.03, Employee Certification, has seen quite a decrease, and I'm wondering why that decrease is there. Does that represent an overall decrease in enrollment in the program? Has interest fallen off? Basically, why is the decrease there? I think it could be a good concept. This might be a suggestion: perhaps industry might pick up some of the cost of the employee certification as well so that maybe the government can save some money in that regard.

Finally, I think the overall concern regarding the budget in total, not simply the Tourism department, is: how can we save money, save dollars, for the province and attempt to balance the budget? In looking over the Tourism estimates and thinking about tourism as I've experienced it in the past, I would suggest that when you come right down to it, many of the things that are developed under other departments really are tourism initiatives. I think specifically, for example, of Recreation and Parks. Recreation and parks are developed for tourism. How can we save money in that regard? I think about many of the cultural developments. Many of the museums are created ultimately to be tourism destinations. When I look at all of those departments and think about how we could save money there, my suggestion to the Minister of Tourism would be that perhaps we could see a streamlining of services between those three departments that I mentioned and, in fact, an amalgamation. When I think about that, I think that probably the Tourism department is the one with which most people would most easily identify. So perhaps the other departments could be rolled into the Department of Tourism, and the Tourism minister would then have many more responsibilities but could streamline the service between those three departments.

I would suggest to the minister that perhaps he should discuss with his cabinet colleagues some way of streamlining services. My recommendation would be to create a larger Department of Tourism which would in fact include the other two departments that I mentioned. By doing that, I believe in the neighbourhood of some \$6 million could be saved by reducing ministers' salaries and ministers' support services and ministerial departments.



You could probably streamline things more so that in a total budget for those three departments – Tourism, Recreation and Parks, and Culture and Multiculturalism – there would probably be a net saving of some 10 percent, or \$16 million, realized. Now, that will not go a long way towards reducing the total deficit, but if we take a little step at a time, I think that that could be a real saving.

I would suggest that the logical minister to retain would be this minister, the Minister of Tourism. So maybe what the minister should be doing is lobbying to amalgamate those other two departments within his own. That would allow the Minister of Recreation and Parks to return to his practice of veterinary medicine. I understand that the Minister of Culture and Multiculturalism was an anchor before, and I'd be willing to buy him a plane ticket and find him a boat in Vancouver so he could become an anchor again. That way we could save some money and streamline the department a little bit.

I hope the minister will address those questions that I put to him and provide me with some answers. Thank you.

MR. DEPUTY CHAIRMAN: The Member for Lesser Slave Lake.

MS CALAHASEN: Well, thank you, Mr. Chairman. I was actually going to welcome the constituents of Barrhead and sort of talk about the fact that their MLA is not up tonight. It would have been fun had he been up.

I'd like to welcome the staff from the Tourism department and thank them all for the support they've provided to communities in my area, particularly in the smaller towns. While I'm giving commendations, I'd like to also give the minister a big thanks for his willingness to tour my constituency, particularly via helicopter. We had a very unfortunate accident two weekends ago with the helicopter. We decided to stop for ice, but that really wasn't our intention. I think now I've decided that ice fishing is not really for me.

Speaking of ice fishing, the Midnight Twilight Tourism Association has been attempting to woo the world ice fishing tournament to Lesser Slave Lake. What better place to fish for quality species than in the jewel of the north? I'd like to ask the minister: what kind of help can the Tourism department offer to ensure that our bid gets recognized by this particular world ice fishing group?

And speaking of fish and particularly to all of those fishing lovers, I'd like to invite anyone to enter the \$60,000 Walleye Classic to be held this summer in Lesser Slave Lake. Last year it was a tremendous success, and there were many, many people there who decided that Lesser Slave Lake is indeed the jewel of the north. The organizers of this classic are now requesting help from the Tourism department. I would like to know what kind of assistance, financial as well as manpower, could be provided for this group so that this classic can become a world-class competition.

I must support the direction that the minister and his department are going re tourism. It's the third largest industry in Alberta, and I know it's going to become number one. I'm speaking specifically about the community tourism action plans. I believe it's the first time in a long, long time that communities have participated in such a constructive way. The CTAPs are certainly very effective in focusing what communities have and how they could utilize their resources in the best possible way, especially in developing tourism initiatives.

However, one area that I feel has not been fully realized is that once the CTAPs are done, there is no really big regional plan that is considered, something I don't see at this moment when I'm looking at our area, the northern part of Alberta. I think we must begin to attract tourists to travel to the north by ensuring that there are tourist attractions regionally. I don't think tourists will want to go to one little area just to see one thing. We have to make sure that there are many things in the whole region, and I think it's time we started looking at that kind of a concept. I know that my area is very interested – and I think that's why we were on our way to our meeting, Mr. Minister – in making sure that they co-operate regionally in order for them to be able to get the maximum benefit and the maximum dollars within the Lesser Slave Lake area or particularly in the north. Would the minister enlighten me as to what plans are in place to do such regional plans and how we can make sure we can tap into those sources?

As everyone in the Legislature can attest to, my constituency has a very high native population, both Indian as well Metis. An area that I have been questioned about many times by various European and Far East representatives is that we have not really tapped a market on any native theme, and I think that's something we should start tapping to make sure we can try to get as many European as well as the Far East people to come and see what we've got and what we can share in terms of the native peoples.

I'd like to recommend that the minister investigate and encourage that native themes be fully realized in various initiatives in tourism. In that sense, I'd like to commend the minister for his foresight in having a native consultant working with the native community in the development of the CTAPs. I think that was one thing that has never been done in any other province, and I'd like to really commend the minister for his foresight in that respect. I must also say that more native consultants should be brought on stream to complete this very strong view of native tourism projects. What kind of concentration is the department doing regarding Indian and Metis tourism, and what kind of concept is being developed in that region?

I also wanted to speak in terms of international tourism generators. I know that's something that's coming forward, and I'd like to get some indication as to what a tourism generator is. Does it mean that it's just regional? Does it mean that it's provincial or national, or does it mean international? Could you give me an indication as to what the definitions are of those particular things? I know that my constituency has been trying to say, "What can we get in terms of a tourism generator?" Can the minister please indicate to me what can be done in terms of tourism generators? I guess one specific question is the Cree interpretive centre that's being proposed in Grouard. I know that they are waiting to find out from the Minister of Tourism what kinds of things they could do in order for that project to be brought forward. I know that they've been waiting for the last couple of years to see what direction we're going in in that particular respect. I'd like to ensure that this project is kept alive and is recognized as a priority. We should start looking at how we can make sure that this happens and that these people are notified as to what they should do.

With that, I'd like to say thank you for letting me address these particular estimates. I wanted to ask some specific questions that I feel have not been addressed, and we should start addressing those areas. Thank you.

MR. DEPUTY CHAIRMAN: The Member for Edmonton-Jasper Place.

MR. McINNIS: Thank you, Mr. Chairman. I think it's appropriate to put a few remarks on the record on the Tourism estimates. Several of the speakers have mentioned the size and the significance of the tourism industry to 'the province of Alberta. The third largest industry, 100,000 employees, potential to double over a decade: these are all the manifestations of an underlying factor that I think hasn't really been dealt with in great depth in this Assembly Chamber this evening.

Why is it that people will travel halfway around the globe, in some cases, to come to the province of Alberta. I'm certain that they appreciate some of the fine tourist attractions that the minister spoke of. He spoke of the policy of the government of relying on the private sector to create tourist attractions. I'm sure some of those are appreciated. I have one of the finest in my constituency of Edmonton-Jasper Place: West Edmonton Mall. Those are appreciated by tourists.

The Member for Banff-Cochrane spoke of quality, service, and professional treatment, and I guess those are important things as well, things that will make people want to come back, that will give them some lasting good memories of their visit to Alberta. But we shouldn't lose sight of what draws people to the province of Alberta in the first place. That's the natural beauty and the diversity of the province. You know, Banff-Cochrane is not a centre of the tourism industry solely because of the quality of the service that's available, although that's important. I would wager that the tourism industry developed there because of something called the Rocky Mountains. I recall once asking the Member for Calgary-Millican why it cost so much money for the government to create Kananaskis park. He said, "Well, it's not cheap to build those mountains, you know." Well, of course, he was only kidding. You don't build those mountains; those mountains were put there by forces greater than the government of Alberta and the Legislative Assembly. We must not lose sight of the fact that it's the natural beauty and splendour of this province that brings people here, that will bring more and more people here in the future. The kind of outdoor wilderness experience, the kind of variety and diversity of ecological tourism resource that we have in the province of Alberta can't be found too many places on earth. In fact, when it's gone, it's very difficult to bring back again.

Alberta is blessed with something in the neighbourhood of 17 distinct ecological zones, and each of those has its own beauty, as I'm sure members of this Assembly well know. The prairie has its own special beauty, the aspen parkland, the boreal forest, as well as the mountain regions, and one can never forget Wood Buffalo National Park, which is considered worldwide by international natural heritage organizations to be one of the top 10 national parks in the world in terms of the splendour and beauty of that place. So I really believe that the minister responsible for Tourism and the Department of Tourism should play a lead role in the economic development of the province so that we ensure that the values that bring tourists here in the future will continue to be there and we will continue to have the range of natural beauty and splendour that brings tourists here.

I was particularly concerned that the Tourism department did not play much of a role in the Alberta-Pacific project, in particular the hearings that were held with the Alberta-Pacific Environmental Impact Assessment Review Board. Some criticism was made of the Department of Forestry, Lands and Wildlife for their nonparticipation, but I think the Department

of Tourism is in a similar boat, in that they were not very well represented and didn't appear to have an awful lot to say about the impact of the pulp industry development and the timber harvesting that's associated with it on tourism development in the northern parts of the province.

I was reviewing the other day a document called *Today's Challenges, Tomorrow's Opportunities: Destination Alberta, 1985-1990*, some of the things that the provincial government had set up for itself as goals to attempt to achieve over that five-year period, and I think many of the statements in this document reinforce what I'm saying. The government of Alberta, for example, "believes that the goals of tourism development and resource preservation can go hand-in-hand." Right on, I say. You know, we have to preserve that base resource, that outdoor experience, which is what really motivates people to come to the province of Alberta in the first place.

A suggestion in this document:

Provincial tax legislation will be reviewed to determine the feasibility of using tax incentives to encourage Tourism development, such as accelerated depreciation and tax credits.

Well, I don't know that there's anything available to the tourism industry that rivals the \$1.1 billion in loan guarantees and the \$300 million in grants that are being given to pulp inc. in northern Alberta.

Tourism is a multidimension of holidays in all parts of the province: again, I couldn't agree more. Alberta is not simply, from a tourism point of view, a narrow strip, of mountainous parks. It is, rather, as I said some 17 different distinct ecological zones.

There was mention made in this document of Focus North.

A major Tourism asset is the North. The natural attractions of the lakes and scenic wilderness are steadily being enhanced by new and better facilities provided by such communities as Fort

McMurray, Cold Lake, Grande Prairie and Peace River, all communities that are impacted heavily by the pulp industry. The sense was put forward that

vacation opportunities involving fishing, hunting, and nature tours can be developed and marketed by combining different outdoors experiences.

A very positive direction and one that I think would involve of necessity the Tourism department and the industry in planning our land use patterns and the whole pattern of industrial development in northern Alberta.

There is mention in this document of the integrated resource planning model as being an appropriate one which will help to . . . Well, I'll just read a quote:

The planning process represents an opportunity for the private sector to provide input into the development of this future Tourism resource,

speaking of Alberta's integrated planning system for public lands. A good process, but where is it? We don't have IRPs in northern Alberta, and I think the consequence of that is that the future needs of the tourism industry are not really very well developed in the process that's happening today, the process that happens through the hearings on the Alberta-Pacific project, the process that happens through Forestry, Lands and Wildlife as a forest management agreement is negotiated. Don't forget that a forest management agreement gives to a major international pulp company the right to harvest timber over a large period of time and a very large area of land. So, you know, we have to make sure that the potential exists for pack trips, fishing lodges on remote lakes, guest ranches, country vacations: things that people will travel enormous distances and pay sums of money which are staggering to me in order to enjoy. These are all opportunities that people in the more crowded and more heavily

settled parts of the world can only dream of unless they are fortunate enough to be attracted to the province of Alberta.

Looking in particular at a study done in March of 1983 for Travel Alberta, Department of Tourism and Small Business: tourism destination area study, tourism inventory and assessment, *Land of the Midnight Twilight*. Well, midnight twilight happens to include the Athabasca area, where the Member for Athabasca-Lac La Biche talks about the need for jobs, and I support that. But this document says that there's a major potential for tourism and recreation development in the Athabasca region and that we should absolutely look at it. It says that "the Athabasca River is the major river recreation resource in zone 14." There are some very important historic sites, historic trails in the area. There are development priorities listed:

Expanded campgrounds, new campground development, and the establishment of minimum campground standards . . .

River outfitters, hunting and fishing guides, and informal tours of industrial and agricultural operations as potential for tourism development in that area.

Nowhere does it state that a pulp mill would fit well with the tourism development plans. In fact, I don't know too many people who aren't paid who go to visit pulp mills on their vacation. I can't say that there is really very much of a hot market for people to go and visit pulp mills during their vacation time. You don't get a lot of people from Europe and the United States and Japan who want to travel, unless they're on business, to visit pulp industries because, as my colleague says, they don't smell too good. In fact, I've talked to some of the people in the tourism industry in the Hinton area who do the very best they can to try to keep their clients away from the pulp mill because that tends to sour them on return visits. It certainly doesn't fit very well with the model of quality, service, and professional treatment which is being touted by this government.

The study of tourism potential in the Athabasca refers specifically: "the Athabasca River offers wilderness and semi-wilderness tour potential for an international market," Mr. Chairman, not just a local market but an international market. It refers to two existing operators who offer package tours on the Athabasca at the present time, and "the increasing interest in wilderness activities and in canoeing, kayaking, rafting, and jet boating indicates good growth potential for this sport." Well, unless they hit a diffuser pipe.

It's also interesting that the study makes a survey of local people in the area, how they feel about tourism development. The attitude of the public is great. They say that "there is no problem with the tourist flow and expansion is welcome" within the Athabasca area. That was the result of the survey that was done by the Department of Tourism. People felt that agriculture was the major economic base in the Athabasca area but that tourism had the potential to be the second industry, if it wasn't already. In the survey Athabasca was identified by local people as having a very rich heritage which had the potential for enormous tourism development.

So I would like to see this minister and the department play a more active role in planning the economy of some of these local regions through the integrated resource planning process, through informal hearings such as the Alberta-Pacific project, and through similar such developments as they come forward to the natural resources conservation board, if and as when we get to see the final draft of the legislation and that proceeds before the House.

A few other issues I'd like to comment on briefly. Logging in Wood Buffalo National Park. You know, it's the only situation I'm aware of where the logging industry is active within the confines of a national park. Apparently in the 1960s, I don't know whether it was the Diefenbaker government or the Pearson government gave a permit for logging activity to the Swanson Lumber Company Limited, which was later purchased by Canadian Forest Products, better known as Canfor. Canfor has recently sold the High Level sawmill operation and the logging rights in Wood Buffalo park to Daishowa corporation. So we have a situation today where not only is there logging allowed under this 25-year-old permit, but it's now fallen into the hands of a Japanese company. Now, it has been said that you practically need an Act of the Japanese Parliament to cut down a tree in Japan, but here we have a Japanese company currently undergoing extensive logging within the largest national park in the province of Alberta. I wonder whether the Tourism department has become interested or involved in that situation at all. My understanding is that the logging permit has another 12 years to run, whether this is something we simply have to sort of grin and bear for the balance of the 12 years or not.

I wonder, Mr. Chairman, if I could cede the rest of my time to the Member for Calgary-Mountain View.

MR. DEPUTY CHAIRMAN: Not at this point. We have a list that we have established, and no mention of this was made previously. We've been, I think, reasonable before, but we have the Member for Cardston next on our list.

The Member for Cardston.

MR. ADY: Thank you, Mr. Chairman. I'd like to just make a few comments on the Department of Tourism. First of all, I would really like to commend the direction the department has taken with their initiatives to increase tourism in our province. I think they have definitely come up with the definition of what a tourist is, that being anyone who leaves home with money in their pocket that they intend to spend for pleasure. Regardless of whether that person might come from the British Isles, the United States, or from some other part of Alberta, it's important that we not only entice tourists from other parts of the world but that we have some initiatives to keep our local people in Alberta spending the money they have for recreation and tourism in the province. I think that with some of the initiatives that have taken place in recent years, we've really hit on that direction.

The other thing I'd like to commend the minister for is the community tourism action plan. This is probably the first time that the government has seen fit to move the initiative out of Edmonton, out of the department and into local jurisdictions where they can assess the projects that will enhance tourism in their individual areas and also to bring in the interest of the private sector. If my research is correct, it would appear to me that it's about a 3.4 ratio return on the money that the department has to invest as opposed to the amount that flows in from the private sector, and of course that is going to have a continual rippling effect in the years to come from those various projects that are popping up in virtually every area of this province.

Also, I think it's interesting to note the initiatives that have been taken in southern Alberta for the network of projects that are being put in place there primarily to enhance the southern part of the province and to lure people in from the United States. Montana has Glacier park, which draws a very large number of tourists from all over the United States, and southern

Alberta is only about 35 miles from Glacier park. There is something in excess of a million tourists come over the Going to the Sun highway that have historically come within 35 miles and then turned around in their cars and gone back to some other point in the United States. We now have or will soon have a total network in place in southern Alberta that will lure them across the border, and as each centre and point of interest shows them what they have to offer, they will also show them what else Alberta has to offer.

Specifically I refer to the initial program on Highway 2, which hopefully will be the first lure that we have to bring people across that border and into Alberta: the Remington project in Cardston, which is under construction. The actual facility will be completed late this year, but the portion that has to do with the displays will be delayed for a couple of years. Nevertheless, that can be the first attraction that will be available to United States tourists. From there, because the Department of Tourism and the department of culture have worked hand in hand, within each of those centres will be a tourist information bureau, and of course from there the tourists will be shown some interesting things to spark their interest, to move them on to the Frank Slide Interpretive Centre and hopefully to Waterton park. As time and money make themselves available and we're able to develop something at Devil's Coulee, that can be part of that network. I think Alberta has gained a real reputation in world tourist circles for the interpretive centres we've developed in this province and the component that's been put in them to interest people to not only come once but to come again and to use that very best method of advertising: word of mouth.

Of course, once tourists are in southern Alberta and have had a good experience, it's that much easier to send them on further north to take part in the Tyrrell centre and the Calgary Stampede, and the list goes on for the other attractions that are available in southern Alberta.

AN HON. MEMBER: Westcastle.

MR. ADY: Westcastle, by all means.

I'd like to encourage the minister to continue his priority in this direction, to continue to keep his initiative with the local jurisdiction, to work with them in order for them to develop those things that they perceive to be attractions for tourism. Certainly when the feasibility studies indicate that in the initial stages we can have upwards of 200,000 visitors come across that border into southern Alberta for some of the attractions that are being built and have been built there, we have to have a winning combination going, and I would just like to encourage the minister to continue in that direction.

Thank you.

MR. DEPUTY CHAIRMAN: The Member for Bow Valley.

MR. MUSGROVE: Thank you, Mr. Chairman. I'd first like to congratulate the minister on the good job that he's doing with the portfolio of Tourism. Certainly I'd like to commend him on his integrity in developing a budget. Now, I notice that there's a 60 percent reduction in the purchase of fixed assets, which is certainly not in the best interests of tourism, but it also shows fiscal responsibility, which in this day and age, we as a government certainly have to recognize. We don't want to be shy of recognizing the tourism industry as the third largest industry. It probably could become the second or the largest industry sometime in the future.

Promotion is a thing that's certainly very important in this industry. We did a good job of promotion for the Calgary Olympics; it was a world recognized function in Alberta. Of course, in my own constituency we had the Summer Games in the summer of 1989. It was well promoted and a very successful function. Promotion in some of those was great, but we don't do a good job of promoting Alberta, actually, the way it's done in other places in the world.

I'm reminded of a tour I went on in California. We rode on this bus, and this naturalist had this microphone, and he was telling us all about what was happening. Actually, there wasn't very much out there, except a few little trees that were about four feet high, which they called a Joshua tree, and some stones that were marked up. Yet he talked all the time we were on that bus. We saw one animal. There was a coyote out there some place, and everybody got so excited about seeing this coyote. At the worst place in Bow Valley constituency if we had that naturalist and he could talk about gopher holes and rattlesnakes, why he would be a tremendous promoter of tourism, yet he'd probably see a few antelope and lots of coyotes along with it. So we do have a . . .

AN HON. MEMBER: What about that one tree?

MR. MUSGROVE: Yes, he might even see the one tree.

We do have a lot of things to promote in all of Alberta. Even in Bow Valley, why there are a lot of tourist attractions that could be promoted. These need to be done by brochures and by naturalists and traveling. We've got the aquaduct down there. There's nothing in the world like that. It's not used any more, but it's kept as a heritage for the people in the world to go and see. They have an interpretation centre to tell folks what it was about. We've got three provincial parks. Newell Lake is the biggest man-made lake in North America. Several things would interest tourists. Crawling Valley is an irrigation lake that is made in an old river bed that was at one time a river. They dammed up two ends of it and made Crawling Valley lake. It's got some recreation facilities there now, and of course the irrigation district along with the Department of Tourism is promoting a large tourist facility there.

But the main thing I'd like to talk about in my constituency, Mr. Chairman, is Dinosaur park. Dinosaur park is a world heritage site. It was declared in 1980. In 1986 they built a Tyrrell field station there. I was hoping to be able to make some comments during the estimates of Recreation and Parks. This is certainly related to Tourism also. Dinosaur park is very much in need of some improvements in the facilities. If there's a long weekend, on Thursday night there's a sign up that says the park is full. So if you're going to go down to Dinosaur park on a long weekend, you'd better be there the Monday before or you won't get a parking place. There's some beautiful land there to make into overnight camping facilities. There's some concern right now about the cost, and there's even some talk of abandoning that as overnight parking facilities. I've been recommending to the parks departments that we take all the time we need to do a first-class job on Dinosaur park when we do the improvements on it. Instead of taking four years, if it takes 10 or 12 years, we should do it right.

I've discussed with the minister the possibility of a road between the dinosaur museum and Dinosaur park, and I certainly believe that is a good idea. However, we don't want to spend a lot of money building a connecting road between the museum and the park until the park is able to handle the traffic

it will generate. So I'm reserving my really enhanced approval of that road until we have the park at a position that it can handle a lot of tourists.

[Mr. Schumacher in the Chair]

I'd just like to close, Mr. Chairman, by saying that this summer there is a museum opening in Japan that has fossils from Alberta. They are promoting a group going over to Japan to the grand opening of the museum. I facetiously say that I've been trying to talk the minister of multiculturalism into buying me a ticket over there. I hope that it works out. Even if I have to buy my own ticket over, I've been considering going on that trip because a lot of the fossils in that museum in Japan will come out of Bow Valley constituency.

AN HON. MEMBER: Including the member.

MR. MUSGROVE: I didn't hear that.

With those remarks, Mr. Chairman, I would again like to congratulate the minister, and thank you very much.

MR. CHAIRMAN: The hon. Member for Calgary-Mountain View.

MR. HAWKESWORTH: Thank you, Mr. Chairman. I'd like to begin my list of questions tonight by asking the minister about the office of the Commissioner General for Trade and Tourism. Now, the minister is budgeting for about \$168,000 to \$169,000 out of this year's budget, an increase of 12 and a half percent. It is also paid for under the Economic and Development Trade department; under that department almost half a million dollars is being set aside or budgeted for this commissioner general, an increase of 11.3 percent. If you combine those two votes, we find we're being asked to approve \$663,000, in essence, for this office. Now, that, Mr. Chairman, is more money than is being budgeted for the minister's office and the deputy minister's office combined in the Tourism department. I didn't check every one, but I suspect only the Premier's budget is greater than that of the Commissioner General for Trade and Tourism.

Now, I know that the gentleman who's presently occupying that position was legendary for his traveling ways when he was a minister in this Assembly, but I don't know how one can spend \$663,000 even if you're on the go every single day of the year traveling all over the world. So I'd like to ask the minister if he could give us some information about how many people are employed in this office, how much of that is for travel for the commissioner general, and how much is for hosting. How does one spend \$663,000 out of one office? I really would like to know what's involved in that amount of money, and I don't believe the minister's given us a lot of information about those specifics. So if he would be good enough to tell us what the itinerary is intended to be for the commissioner general this year, and once we know how much that was, where the rest of the money goes.

Now, Mr. Chairman, the minister knows that in the last session I asked him a considerable number of questions about how the government lost a hundred thousand dollars to the World Blitz chess tournament that didn't come off in Calgary. It's now a year later, and there's no indication yet from the minister whether he's going to take any steps to recover money that was lost in the previous year and whether there are any legal actions contemplated or any other actions. What other

options are there available to the minister except to perhaps dust his hands and try and forget about it? As he well knows, there were only two principals that were involved in that company: Mr. Jon Emr and Mr. Boby Curtola. I'm wondering whether either of those two gentlemen are doing work in Alberta for entertainment or anything else. If they have businesses in Alberta, does the government of Alberta have any legal recourse to try and recover \$100,000 of taxpayers' money from either of those two people? If they're not contemplating legal action, what does the minister intend to tell the Assembly about how to recover that money?

I'm also interested in knowing what steps the minister intends to take to recover money that was advanced to the Stetson Land and Cattle Company. There's another one that turned out to be not what it appeared on the surface, and I'm wondering how they got that money in the first place. The minister has made it clear. He finally, after considerable pressure from the hon. Leader of the Official Opposition, presented him with the guidelines for providing funding under his department. We realized when he provided us those guidelines that he hadn't followed them when he awarded this money to Stetson. Was the decision that was taken to award that money to Stetson taken by the minister alone? Did Mr. Ostrom, who was the principal in that group, have any inside access to the minister's office that enabled him to bypass the normal review process? Or alternatively, Mr. Chairman, was the approval given to this company just another example of how this department seems to have difficulty in picking the wheat from the chaff when they provide funding for various organizations? Was it a decision within his department? Do they go around giving out \$70,000 to anybody who is a good talker? If it was within his department, was there any disciplinary action taken against those employees or that employee that was responsible? If, on the other hand, it was the minister who was responsible for these decisions, how does he propose to recover this \$70,000?

It's clear that due diligence and care was not taken with a total of \$170,000 of taxpayers' money out of last year's budgeted appropriation, and those are the two examples we know about. When you get two examples from one department in one year, I submit that it's a symptom of a general lax administration in that department. So if the minister has not disciplined those under his direction and authority, then is it the policy of this minister to take personal responsibility for having failed to exercise due care and diligence in the awarding of these grants to those two companies? If that is the case, then what review has the minister taken, or can he assure this Assembly tonight that the money he's asking us to appropriate to his department will be administered in a different way than money was administered by his department last year and by him personally last year? Can he assure us that those guidelines that he has for the awarding of money are going to be followed by him and by his department in this coming year, that this Assembly can be assured that the money that's before us in the request for appropriation will not be mismanaged?

In just the two examples I've noted from last year, Mr. Chairman, more money has been lost than the minister earned as a minister of the Crown in the last two years. I think if the minister is unable to tell us that changes in procedure are being implemented in his department, then I have grave doubts about the appropriateness of any of this funding under his direction; that is, if it is his responsibility. If he's not responsible and others in his department under his direction or under his authority have made these errors, then I would like him to

inform the Legislature what disciplinary action, if any, has been taken in that regard.

Thank you, Mr. Chairman.

MR. CHAIRMAN: The hon. Minister of Tourism.

MR. SPARROW: Thank you, Mr. Chairman. I've been busy writing. I've got about 15 pages of notes here, so if you're all willing to wait till midnight, I'll answer each and every question. There's quite an interest in tourism, as shown by the discussion that's taken place and the active questioning, so if I do miss some of them – and I most likely will pass on several of the questions – we'll endeavour to make sure answers are given, when we can, in a written form.

I think there is a lot of confusion, and this may answer a lot of the questions. Mr. Chairman, if you look at the three votes, there are quite a number of changes from one column within the vote to another, but if you look at vote 1, in the total vote there's only a 1.6 percent increase. If you look at the total of vote 2, we have a decrease of 2 percentage points. In vote 3 we have a decrease of 1.2 percent.

So within the various votes you see that the totals have changed on a category-by-category basis, and that's because of the changes within the department: the reorganization of the department, the salary adjustments that are a full year this year compared to a portion of the year last year. There's a change in emphasis of shifting from direct advertising, for instance, and it may be this year into a project called *Dinoventure*, but it's still within . . . If you look at marketing, marketing is relatively the same as last year. In total it shows up in different places within that vote structure, but still all under the management of the marketing manager, because they have the right in each of the divisions to work within their vote to do what is a priority item for them.

There are quite a number of changes. If you look at vote 2.4, CATA, the 68 percent change and the 39 percent change, you've got to remember that that's a five-year program, and it has come to a very successful conclusion this year. As I stated in my opening comments, it's helped almost 500 projects. Maybe during the last year there's been more emphasis and more applications in one category than there have been in the other. That's why those changes in 2.4.1 to 2.4.7 are so drastic in their elements.

Very specifically to the Member for West Yellowhead, I thank him for the positive comments about our staff and our department and our good programs that we've been carrying on. As I said just a minute ago, the increases in my office and in my deputy's office, our salary adjustments – the 2.1 vote that he asked about is also salary adjustments, but for a full year rather than just a portion of a year.

He very specifically asked about – there is a tender out presently. We're asking groups like Harry Home and the Rocky Mountain Rail Society to make presentations to the department. There are quite a number of groups that have been interested in it from around the province. I hope they are successful in putting a good proposal together that can be analyzed by the department so that another tourism opportunity with a steam train can be successfully marketed within the province. It would definitely go along with the other question that was asked about Via Rail and the Via Rail product: are we going to try to have the federal government reinstate Via Rail, especially in the Calgary-Vancouver area and on to Toronto?

I think one of the best things that's ever happened to our province of Alberta is that we're going to have three very definite types of rail traffic, four counting the steam trains that are within the province. We were very fortunate to take the first privatized rail trip between Edmonton, Jasper, Kamloops, and Vancouver, with some 31 countries represented on that train and some 450 people from PATA. It was said by the federal minister of tourism in each and every car, and all the guests agreed with him, that that trip is one of the best in the world. The hospitality received on that new, privatized train operation was just outstanding, and they plan to improve on that product with dome cars next year. We also have on that same run the Via services that are going to be improved and are being marketed by the private sector through Brewster transportation. We also are looking forward to Sam Bly's project, because there are nine trips it'll make from Vancouver to Calgary return along with the two to Toronto.

Between those three train excursions and three types of service from B.C., we'll be able to access every aircraft that lands in Vancouver. I hope they're all successful, because it'll be a long time before we get that many international flights into Calgary and Edmonton. If we can successfully bring people into Vancouver from our international markets and then in through the mountains to Alberta, they can stay here a week before they have to get back on that train or plane to leave. So there are some exciting things in tour packages being put together with the airline groups, the train groups, and the ground transportation groups that we have here in Alberta. I hope that the steam packages – and there are several being talked about around the province – can be successful and that we can assist wherever we can to make more of them available within the province.

With reference to your question on CTAP, the 13 percent decrease, we had a major increase last year to get an acceleration of it because many communities wanted to get involved in a very rapid way with their CTAP planning. This year we've just come back to what we feel would be a normal process, and hopefully next year they'll be back on schedule.

The Member for West Yellowhead asked about assisting the Alaska Highway promotions in 1992: yes, we are. We are working with that group. They are trying to work to promote each and every route, and there are numerous routes to get to Alaska. Fortunately, they all go through Grande Prairie, I think, on the last leg, or primarily through that area. So Grande Prairie is quite involved with their group, and we have to congratulate the efforts of the communities around Grande Prairie that are working with B.C. and Alaska in that promotion.

We know about your concerns about the paving of Highway 40, and I want to make it clear, because the minister of transportation is not here and I hope he'll read it tomorrow, that I definitely am in favour of continuing and accelerating the pavement of that road. He's already got it on schedule. It's just not fast enough for us tourist hounds, but I can assure you that presentations have been made to the minister of transportation with our support about the acceleration of it.

With reference to your comments about TICs hiring local people, we do have and work with career development on STEP. I do encourage the communities and the zones that do hire STEP students to make sure they look at local talent and local people for those jobs. Those decisions are made by the communities, not made by us at the provincial level, and the responsibility is up to each community as to where they hire their STEP assistance from. I agree with you that it should be local people.

The training by schools. We are looking and working with the Minister of Education to make sure that what the Alberta Tourism Education Council is doing is going to be able to be communicated through the school system, so we do have the stepping stones, as the chairman has mentioned, available and communicated to our youth. Because definitely there's an opportunity for them to get into the tourism industry, and they should know what the positives and negatives are and that there are stepping stones. As I said earlier in my opening remarks, we do have 25 new careers being developed with standards that are being written up, and certification will follow that. There are some 70 to 100 in the tourism industry that we hope to have done so that there is a career path for our youths into the future. We're hoping that every educational institution, school, and college in the province will pick up that challenge and integrate into their existing courses the need to identify tourism, and the service industry is one of the key highlights.

The Alberta Best program definitely will be aiming at all Albertans and the existing people within the industry to address the educational aids you talked about.

With reference to your concern about the ecological reserves and natural areas programs being accelerated, I will communicate that to the minister of forestry. I was quite involved with those two programs and have a couple of plaques on my wall from when I was minister. They were excellent programs and can and will be in the future good tourism opportunities for local people to adopt, to look after, use, and share with other tourists.

With reference to your comment about the Stetson Land and Cattle Company and the \$70,000 grant that was given to the company, I think if you put that in perspective, as the last speaker mentioned with reference to us helping the city of Calgary trying to put on an event, we do have 990 active projects on our files today. All I can say is that in trying to assist communities – and, in the one case, that's basically what we were doing with the chess tournament, and, in the other case, trying to assist a society to complete a project – we're undoubtedly going to help some of them that don't make it. Out of the 990 files, I'm hoping that there are more successes than there are failures by those communities or those groups out there. We are here to assist communities, nonprofit groups, and private-sector groups, and their success primarily will be based on what they do and not what my staff does. So maybe I could give you a list. If you wanted me to talk more about those two, I should get the list out for the 990 and explain the others to you, too, so that you have a firm understanding of those. But, very definitely, we have increased our efforts to make sure that we are looking at site self-sufficient, viable, economic opportunities, whether they're nonprofit driven, community driven, or private-sector driven. Definitely, yes, they have to have some equity, and we're here to assist those projects that show a willingness to help themselves and not to try to pay one hundred percent of any one project.

I appreciate the comments from the Member for Calgary-North West and the key comment that you led off with about CATA: will it be replaced? Not in its original form, but, yes, we do have a business services unit that I've talked about. We do have a provincial program that we're working on, a regional generator program, and we definitely are talking to the federal government with reference to WDO industry, science, and technology projects. I think you should all be made aware that now that the CATA program has come to an end, if there are projects out there, definitely they are eligible through Western

Diversification. They will be accepting tourism-oriented projects in the WDO, and if we can help you make those presentations and support them in the federal system, we definitely will. We definitely will be working with the WDO on future marketing projects. We're hoping to work with B.C. on a Canada West program where some funds – federal funds, B.C. funds, and ours – will improve our marketing of Canada west into the Pacific Rim. There is a great interest by the federal minister to follow up the CATA, especially with funds from Western Diversification, and if he can assist us, he's there to assist us.

What is Corporate Development? Basically, the name of one of our divisions. It does have human resources in it, which is a very positive move that has been expanded within the department. It has corporate communications and strategic planning in it, and our – more than what is normally put in – just administrative vote. It has a director in charge. It would take me a few minutes to chase down more information, but I'll send you what they're doing and a little brief on each part of that division to save time.

How do you select CTAP projects after you have all these projects all over and you've got 205 communities that have completed their – and I have to stress "their" – community tourism action plan? We've given them funds through the community tourism action program to make their – I repeat "their" – decisions on which ones they want to support. If they want to put all their eggs in one basket and support one big project and not the 20 small goals they've set, that's their decision. Undoubtedly, a lot of smaller projects will come out of that, and undoubtedly if many communities have identified something of a regional nature and there are several villages, towns, or counties that collectively get together on something of a bigger nature on a regional basis, that will show up and we will be there to look at regional opportunities. Some are already being talked about with our department, the department of culture, the department of parks. So we're trying to tie the local communities' objectives and address them in a bigger way and come up with a program that will assist those projects that are more regional in nature.

As the Member for Lesser Slave Lake has asked: what is the next step? If you have any one county and you add all the CTAP plans from the villages, towns, Metis settlements, and native reserves that are within that county, you really do have a main regional plan. I have to congratulate her for her initiative in getting all the zone 14 reeves and mayors together talking about what they're going to do as a regional plan for zone 14. If we could take your example and use that throughout the province and get 14 regional plans by zone, I would be very happy, because we'd list the priorities of those zones, and you can see then that their marketing efforts – because they're zone driven and the funding is given to the 14 zones for their marketing. They would then be able to market their regional plan, which would be tied to their zone. We're there to assist that type of approach. It'll definitely be a follow-up that we'll be working on with the communities. But right now if you could help me encourage every community in the province to get their plan done, then we could move on to that next step of what to look at on a regional base with them. Hopefully they would be part of that decision-making process of what is good for their communities. Calgary can make their own decisions, and Edmonton can make theirs. We're there to try and help and assist.

Are we reducing the marketing? The answer definitely is no. As I said earlier, Mr. Chairman, if you look at the total vote of

Marketing, the subtotal is minus 2.5 percent, but you've got to keep in mind that that does not include the Team Tourism program, which basically has replaced the Take an Alberta Break program. Four million is going in through the Team Tourism program and is matched by \$4 million from the private sector. So there are about \$8 million of marketing efforts going on that don't show in the budget but are there. So very definitely we're trying to get better leverage on top of that.

We are moving very swiftly to do more joint ventures with the private sector. For instance, in Japan last November – I talked about it earlier – we had some 25 private-sector proponents from about 12 different companies helping to pay the way at that trade fair. We were assisting them in putting on a very successful presentation from Alberta, along with the cities of Calgary and Edmonton tourism and convention authorities and major private-sector proponents. So very definitely our marketing efforts are going upwards, because we're joint-venturing with our other communities at the local level and with the private sector. We intend to increase that with the major airlines, hotels, et cetera. That's also a move that the federal government is making: to joint-venture with us and our private-sector proponents.

You also mentioned regional generators. I think I covered that in my opening remarks. Are we reducing marketing? Definitely not. On sales and promotion versus advertising, I think it's very noteworthy that our department has the flexibility to move those types of advertising dollars into different markets, which changes them on your sheets here, causes some of those changes. Some of the advertising this year would show up under *Dinoventure*, where it's all sort of under a project basis, whereas last year it was shown as advertising. As general awareness, we will be doing advertising but in a different market and under a different program. Those shifts are there, and the flexibility is given to the staff so they can identify their priorities in any one given year and move into that market. Those increases could shift to another location. Hopefully we're going to be able to do some major events in Europe and the United States in years to come, whereas we're concentrating on the Pacific Rim in this one travel year.

SOME HON. MEMBERS: Question.

MR. SPARROW: He who hesitates may get a question.

I will follow through. I've talked about 6060. I see I'm on page 12, Member for Calgary-North West, and I will get you the balance of the answers, but I think it's only fair that we move on.

I'd like to say to the Member for Lesser Slave Lake that I will come back and ride a helicopter to see the balance of her projects that we didn't get to see. I have to congratulate you on your initiative for getting the groups together. After getting off the ice, she dragged me to the zone meeting with all the mayors, forced me to give my speech and take an hour question period, and shortly thereafter she passed out, and we had to take her to the hospital. She made sure we got through the day, and I congratulate her for her stamina.

Very definitely the native themes you talked about we'll follow up with. The interpretive centre that you talked about is being worked on with the minister of culture, and I'm sure he's going to probe me also to bring this forward. The Cree centre at Grouard will definitely be a good one if we can have some local participation, some site self-sufficiency built into it. I'm sure the

federal government would assist us very greatly and make it become a reality.

The Member for Edmonton-Jasper Place talked quite extensively about integrated management planning and the need to look at EIAs for major projects. Very definitely I'm looking forward to the proposed legislation of the natural resources conservation Act. I'm sure that major, major four-season resort destination types of projects, like the ones you talked about, should be considered for an EIA. We've already asked for an EIA on one in southern Alberta, Westcastle, and they're already going through that process. I think for other major projects that come along, we will be asking for that, and I would hope that we don't encumber the industry, thousands and thousands of little projects that are out there, saying that every tourism project has to have an EIA, because the EIA would cost more than most projects if you don't watch what you ask for. I will be watching the major projects, and if there is any major project that does need an EIA, I'm sure the Minister of the Environment is going to be looking at it. We will be approaching him and approaching the necessity for those bigger things to go through the natural resources conservation approach so they do have a fair, balanced approach to be considered.

The Member for Cardston, I'd like to thank you for your comments with reference to your CTAP and local planning versus the top-down approach in planning. The network of projects that the minister of culture and his department have planned in southern Alberta definitely have created a good group of tourism assets. I hope that Westcastle can be followed through, and definitely we will continue in the direction that you advised us to follow through on.

The Member for Bow Valley, I'm sure that your comments were listened to by our staff for the congratulations on the promotion they did on Olympics '88. We will definitely pass your message on to the tour operators about how they can increase their ability to keep you excited while you're on their tours. We hope there are more tours in Alberta, and we noted your planned expansion of Dinosaur park and the manner in which you want to do it.

Mr. Chairman, I would like to leave at least a minute or two to make sure the Tourism Education Council chairman has an opportunity, but I don't believe that the Member for Calgary-Mountain View . . . I think I've covered his comments, basically based on the investigation by the Attorney General's department. The companies are inactive. They are not generating any income. They have no registered assets. Our department has decided they're not worth chasing, and Alberta Tourism has decided not to pursue any legal action against *Emr/Curtola* or *Global Chess* and waste additional funds. Originally we tried to assist the city of Calgary in a project that unfortunately didn't participate. But very definitely, yes; we do have an increased concentration on making sure that our tax dollars are not wasted. We've definitely increased the due process in our grants and contracts section. We've increased additional credit checks on key members of companies and nonprofit groups, as requested, and very definitely all projects must have proof of financial viability of each project, including long-term operational viability of projects and events. That's going to put a lot of hard pressure on a lot of projects and nonprofit groups throughout the province that formerly didn't have it.

Thanks for setting off the bell, Mr. Chairman. I tried to cover all the questions, and I hope the Chairman can finish off what I didn't cover.



MR. CHAIRMAN: Thank you.

The hon. Member for Banff-Cochrane.

MR. EVANS: Thank you very much, Mr. Chairman. I certainly appreciate the opportunity to say a few more words about the Alberta Tourism Education Council. Given the hour, I will certainly make my comments very, very brief. Firstly, I just want to thank the hon. members who were so kind as to make such complimentary comments about myself and particularly about the Tourism Education Council.

In response to a couple of questions that were asked by both the members for West Yellowhead and for Calgary-North West regarding the elements 3.0.3 and the reduction of that budget by some 31.9 percent for Employee Certification, I'd like to leave the members with some solace to recognize that the program is certainly not being reduced, and it's certainly not a reduction in the amount of interest that is shown for the program. Obviously, when you start a new program, you have start-up costs which are extremely high. As the program gets on stream and by virtue of economy of scale, your costs are reduced. That economy of scale is being recognized this year when we look at some 10 sets of occupational types and exams that are going to be implemented in 1990-91.

There were also some comments made about: is industry interested? Industry is phenomenally interested, and that's the reason that this budgetary item can go down, because industry is putting literally thousands of hours of time into the standards and the certification process. This is all volunteer time, as I mentioned in my initial comments, but I just want to reconfirm that to hon. members.

One other thing that I would like to speak briefly about is with respect to the comments from the Member for Edmonton-Jasper Place. He so correctly stated that one of the main reasons people come to Alberta is because of our Rocky Mountains. And specifically to make sure that they come back to Alberta the second time and that they tell their friends and their neighbours about Alberta and have a very positive recollection of Alberta: this is why the Alberta Tourism Education Council is so important.

MR. FOX: Rocky Mountain high.

MR. EVANS: Rocky Mountain and everywhere else high, an Alberta high. This is what we're trying to do through the Alberta Tourism Education Council.

So with those brief comments I would certainly like to thank the minister and the hon. members for giving me the opportunity this evening, and I'm happy to discuss the Alberta tourism council with any of you at any time in the future.

MR. CHAIRMAN: The hon. Deputy Government House Leader.

MR. STEWART: Mr. Chairman, I move that the committee now rise, report progress, and request leave to sit again.

[Motion carried]

[Mr. Jonson in the Chair]

MR. SCHUMACHER: Mr. Speaker, the Committee of Supply has had under consideration certain resolutions of the Department of Tourism, reports progress thereon, and requests leave to sit again.

MR. ACTING DEPUTY SPEAKER: Are you agreed with the report of the Member for Drumheller?

HON. MEMBERS: Agreed.

MR. ACTING DEPUTY SPEAKER: Opposed? Carried.  
Member for Drumheller.

MR. SCHUMACHER: Mr. Speaker, I'd like to ask unanimous consent of the Assembly to revert to Tabling Returns and Reports.

MR. ACTING DEPUTY SPEAKER: Are you agreed?

HON. MEMBERS: Agreed.

MR. ACTING DEPUTY SPEAKER: Opposed? Carried.

#### head: **Tabling Returns and Reports**

MR. SCHUMACHER: On behalf of the Solicitor General I would like to file four copies of the Alberta corrections report regarding correctional environments.

[At 10:31 p.m. the House adjourned to Tuesday at 2:30 p.m.]

