
THE SENATE DEBATES

(OFFICIAL REPORT)

FIRST SESSION 1991 - 96

THE SENATE

Wednesday, January 27, 1993

The Senate met in the Senate Chamber, Parliament Buildings, on Wednesday, January 27, 1993 at 11.15 a.m.

PRESENT

His Honour Senator M. deL. JORDAN, (President);
His Honour Senator J. J. PAYNE, (Deputy President);

Senator the Honourable L. V. H. LEWIS (Minister of State, Prime Minister's Office), (Leader of the Senate);
Senator A. MORRISON;

Senator Mrs. V. C. FRASER, B.S.S., J.P., M.C.F.A.;
Senator the Honourable Dr. C. D. CLARKE, (Minister of Labour, Consumer Affairs and the Environment);

Senator Dr. Frank W. ALLEYNE;
Senator Miss Y. V. WALKES;
Senator Mrs. M. BARKER-WELCH;
Senator Mrs. Ada STRAUGHN, G.C.M.;
Senator Mrs. M. WALCOTT, S.C.M.;
Senator W. Leroy INNISS;
Senator the Rev. Canon J. L. SPRINGER;
Senator J. G. BELLAMY;
Senator J. A. F. COLE;
Senator T. E. BARKER;
Senator Miss M. A. MOTTLEY; and
Senator T. C. BECKLES.

Prayers were led by the Rev. Canon J. L. Springer.

Mr. PRESIDENT: The Senate is in session.

PRESENTATION OF PAPERS

Mr. PRESIDENT: Senator Lewis.

SENATOR THE HON. L. V. H. LEWIS: Mr. President, I am commanded to lay the following documents:

The Report on the Audit of the Accounts of the Auditor-General's Department for the Financial Years 1990-91 and 1991-92.

The Duties, Taxes and Other Payments (Exemption) (No. 9) Order, 1992.

The Public Officers Loan and Travelling Allowances (Amendment) Regulations, 1992.

The Financial Intermediaries (Fees) Regulations, 1992

The Consumption Tax (Amendment) Order, 1993.

The Exchange Control (Fees) (Amendment) Order, 1992.

MOTIONS RELATING TO THE BUSINESS OR SITTINGS OF THE SENATE AND MOVED BY A MINISTER

Mr. PRESIDENT: Senator Lewis.

SENATOR THE HON. L. V. H. LEWIS: Mr. President, I beg to move the suspension of Standing Order 45(2) to enable us to deal with the Bill relating to the Tourism Authority in all of its stages today.

The question was put to the Senate and agreed to.

INTRODUCTION OF BILLS

SENATOR THE HON. L. V. H. LEWIS: Mr. President, I move the First Reading of a Bill to provide for the establishment of the Barbados Tourism Authority, a

corporation which will be responsible for the development of tourism in Barbados and the licensing of tourist accommodation. I move that the Bill be read a first time.

The question was put to the Senate and agreed to.

PUBLIC BUSINESS

ORDER NO. 2 – TO MOVE THE SECOND READING OF THE TOURISM AUTHORITY BILL, 1993

Mr. PRESIDENT: Senator Clarke.

SENATOR THE HON. Dr. C. D. CLARKE: Mr. President, in rising to move the Second Reading of the Barbados Tourism Authority Bill, 1993, I would first like to highlight some of the significant economic benefits which the tourism industry has and is capable of bringing to our country.

In the first place, the tourism industry is among the top 3 largest generators of employment and more so within the luxury hotels of the hotel sector where the ratio of employee per room is at least one to one. The tourism industry also has the potential and has become the major net earner within Barbados. It is also a net contributor to Government revenues and it has the potential to become the major attractor of net foreign capital investment, especially within the areas of the construction of luxury and other hotels and golf courses.

Mr. President, in addition, the tourism industry is that one vehicle which allows us to sell services, goods and other produce to foreigners when all of our other efforts to penetrate foreign markets have failed. Here I can think of our handicraft items and garments. I can think of agricultural produce, fish and water. Yes plain water for the provisioning of cruise liners and yachts among others.

From time immemorial, Mr. President, man has had an express need to travel. Note I said need. We are familiar with the Missionary Journeys of St. Paul and we are also familiar with the famous trek from Galilee to Jerusalem and long before this the various travels through Africa as established in the Old Testament and especially so around the Mediterranean Sea.

Since international travel has been identified as a basic need of man which he seeks to satisfy, one would expect international tourist arrivals to increase especially so with improvements in the modes of international travel. Tourist arrivals worldwide were around 25 000 000 in the decade of the 1950s and with the introduction of the jet engine it grew to over 168 000 000 arrivals worldwide in the decade of the seventies and have kept on growing, certainly not at such rate, through the decade of the eighties and now into the nineties.

We, in Barbados, have seen our tourist arrivals grow from 224 314 in 1976 to 369 770 in 1986 and reaching an all time high of 461 259 in 1989 thereafter falling to 432 092 in 1990 and 394 222 in 1991, and tourist has been identified as one staying in the country over 24 hours. The cruise ship passengers increased from 103 077 in 1977 to 224 778 in 1987 to 372 140 in 1991 and we expect that in 1992 these figures will also continue to show an increase. 11.25 a.m.

While I would prefer, Mr. President, to see us use something like expenditure per tourist or rather the number of bed nights to measure the impact of tourism on the economy, we have become accustomed to the use of tourist arrivals. Using this measure which is a fairly crude one in terms of overall impact of the economy, we find that since 1989 in an industry that has continued to show growth throughout over time we have noticed a decline in our tourist arrivals. This must of necessity be of concern to us.

Mr. President, it must be of concern because we in this Government recognise that international trade in goods and services can still be as much an engine of growth and sustainable development as it was for most of the now developed countries during the 19th century. We in Barbados have now hitched our economy to the tourism industry for economic growth and sustainable development because it is the one industry that continues to show growth on the international level. We have most of the infrastructure to support growth in the short run. It is also a relatively clean industry in that it does not pollute our environment as some manufacturing industry do and, in addition, it stimulates the entrepreneurial skills in our people. As proof of this development, we only have to look around to see the new legitimate service industries that have sprung up as a direct result of tourism. Unfortunately, there is a cost attached to tourism development such as the demonstration effect and some other negative sociological factors. However, in my considered opinion, Mr. President, the benefits of the tourism industry to the economy far outweigh the cost. It is for these very compelling reasons that we must find a new vehicle capable of recapturing our lost ground in international tourist arrivals and also to propel us into the 21st century.

We have as our first targets the achievement and retention of the levels reached in 1989 and at least a growth rate within the industry comparable to that occurring in the international travel market. I do believe that areas which we should and can at this very time, given our infrastructure and our level of development, be considered for plucking are the health tourism market for we have a teaching hostel here on our shores. We have excellent facilities at the St. Joseph Hospital and Barbados could become the medical centre for the rest of CARICOM at least of the Southern Caribbean and Eastern Caribbean regions at this point in time.

Another area that we can look at that holds out some benefit is the retirement home tourism market. We are living in a world in which populations are growing older and where older people are finding it necessary to live out their last days in nursing homes and homes provided for the aging. I think this is an area which we have not yet tapped but which is pregnant with opportunities. In addition, we are ready with all the infrastructure in place to develop the education tourism market. During the summer months our educational plant lies virtually idle and this is an opportunity especially with the countries within the Caribbean area that use a language other than English such as Martinique, Guadeloupe and the Dutch Antilles that could be induced at least (and the South American and Puerto Rico) to utilise the facilities here.

There is another market that remains untapped which is the religion market. I know that the Anglican Church from time to time holds their synod here and so does the Methodist Church and the Moravian. But there are other denominations out there which we should be reaching out to induce them to come to Barbados and hold some of their revivals and other conferences in these various other areas. What this Government has been trying to promote actively over the last 5 to 6 years is the establishment of the marina so that we can not only recapture but develop the whole yachting and tourism business that is out there which is a very lucrative business.

With this new Authority, Mr. President, the broad objectives will be as follows:

- (1) to provide for an effective means of promoting and marketing Barbados as a destination for tourists on a worldwide basis,
- (2) to provide the private sector with a more effective means of involvement in promoting tourism efforts and the forum for removing obstacles to overall tourism growth in order for Barbados to remain competitive in the tourism market place,
- (3) to optimize the contribution of tourism-related industries to the economic prosperity of Barbados,
- (4) to create the opportunity for and make benefits of tourism and recreation in Barbados accessible to residents of Barbados and to ensure that present and future generations are afforded adequate tourism resources and attractions,
- (5) to promote quality, integrity and reliability in all tourism and tourism related services offered to visitors to Barbados,

- (6) to ensure the compatibility of tourism and recreation with other national interest in the areas of conservation and environmental protection,
- (7) to encourage the preservation and use of Barbados' historic and scenic environment to enhance the country's appeal as a destination for international tourism,
- (8) to create, maintain and further inter-sectoral linkages with other productive sectors and with service sectors such as education, culture, sports, health and agriculture, and
- (9) to set out a course of action that is considered appropriate in an effort to move smoothly towards an efficient and viable tourism industry.

The main features of this new Barbados Tourism Authority Bill before us, Mr. President, will provide for the establishment of the Barbados Tourism Authority which will be responsible for the development of tourism in Barbados and the licensing of tourism accommodation.
11.35 a.m.

The Bill before us will also repeal and replace the Barbados Board of Tourism Act. The Bill will also provide for the establishment of the Tourism Advisory Council which will advise the Minister of Tourism on matters related to tourism.

The most basic elements of the Bill are as follows:

1. The establishment of the Authority and the Board of Directors; and the Bill will establish a new Tourism and Travel Authority to replace the existing Barbados Board of Tourism.
2. The structure of the Authority. It is proposed that the new Barbados Tourism Authority will have a Board of Directors which will be responsible for the policy and general administration of the Authority. The Board shall consist of a Chief Executive Officer and not less than 5 and not more than 8 other persons appointed by the Minister. In appointing persons to serve on the Board, the Minister will have regard to individuals who are experienced in activities connected with tourism and travel, recreation, management (including hotel management), marketing, finance, economics, business or international transportation.
3. The disclosure of directors' interest. The proposed legislation will require directors of the Board to disclose any interest they may have in a

company with which the Authority proposes to make a contract or transact any other business.

4. The functions of the Authority. Under the new Tourism Act the main function of the Authority shall be the promotion, development and regulation of the tourism industry so as to optimise the contribution of tourism to the economic development of Barbados.
5. Tourism Marketing Plan. The Act is fashioned to make it mandatory for the Authority, in cooperation with the Tourism Advisory Council, to adopt and annually update the Tourism Marketing Plan for Barbados' international tourism promotion.
6. Appointments. Under this Bill the Authority will have the power to appoint a Chief Executive Officer and a Deputy Chief Executive Officer, subject to the approval of the Minister. The Chief Executive Officer of the Authority would then be responsible to the Board of Directors for the execution of its policy and the management of its affairs. Any officers and other employees who at the date of the commencement of this Act are members of the staff of the Barbados Board of Tourism shall upon that date comprise the staff of the Authority. The Bill also preserves the service and pensionability of officers seconded to, or temporarily transferred to, the Authority from the General Civil Service, or loaned by the Authority to the Central Government. In addition, the Authority may appoint and employ such officers, agents and servants as it considers necessary for the proper carrying into effect of this Act and at such remuneration and on such terms and conditions as the Minister approves in writing.
7. Finances of the Authority. The Bill sets out clearly what should constitute the funds and resources of the Authority, as well as to stipulate how such funds should be applied. It also makes provision for the keeping of proper accounts and for such accounts to be audited. It provides for the accounts to be audited annually and for the Auditor General or other auditors to have access to all information, books, documents and cash and securities of the Authority.
8. Annual Report and Estimates. The Authority will be required under this Bill to submit to the Minister an annual report as soon as possible after the end of each year, and not later than 5 months from the end of each year, and said report shall contain -

- (a) an account of the performance of the activities and operations of the Authority, and an analysis of the performance of the tourism industry during the preceding year;
- (b) an assessment of any marketing and advertising programmes undertaken;
- (c) a statement of the Authority's audited accounts; and
- (d) a tourism marketing plan.

The Authority will also be required to submit to the Minister for approval, by October in each year, estimates of income receivable by the Authority, its capital expenditure and the total of its recurrent expenditure for the following financial year.

9. Tourism Accommodation to the licensed. The Bill will also make provision for tourist accommodation to be licensed. This is seen as one of the ways by which quality, integrity and reliability in the tourism sector can be promoted.
10. Tourism Advisory Council. This Bill also makes provision for the appointment of a Tourism Advisory Council. The purpose of the Council will be to advise the Minister on any matter connected to tourism, as the Council thinks fit, or that is referred to it by the Minister. The composition of this Council will be as follows:
 - (1) The Chief Immigration Officer, the Commissioner of Police and the Environmental Officer ex officio;
 - (2) A Chairman, a Deputy Chairman and not less than 10 and not more than 14 persons appointed by the Minister. These include a representative of the Barbados Hotel Association, a representative of a registered trade union, representing the majority of employees in the tourism industry, a representative of the Airlines Association of Barbados, a representative of the National Cultural Foundation, a representative of the Barbados Chamber of Commerce.
 - (3) Such other persons as the Minister may consider suitable, taking into account their qualifications and skills related to travel, the tourism industry, national conservation and environmental protection, education, and cultural development.

Finally, the Bill before us will repeal the Barbados Tourism Act, Cap. 342 and call for amendments to Cap. 383, Statutory Boards Casual Employees (Pensions) and Cap. 384, Statutory Boards (Pensions).
11.45 a.m.

In conclusion, Mr. President, the major differences between the Bill before us today and the old Barbados Board of Tourism Act consist of:

1. the new Executive Officer of the Barbados Tourism Authority will now be a member of the Board of Directors of the Authority;
2. the size of the new Board of Directors has been reduced from 14 to 9;
3. there is to be established a body to be known as the Tourism Advisory Council which will advise the Minister on any matter connected to tourism as the Council thinks fit or that is referred to it by the Minister.
4. The Authority shall after consultation with the Tourism Advisory Council prepare an annual tourism marketing plan for the conduct of tourism promotion in Barbados and abroad. The plan shall serve as a guide for structuring the programme of tourism promotion and visitor service activities for the succeeding year and to specify the aims of the programme and outline the methods to be employed to accomplish those aims.
5. The Authority shall not later than October 31 of each year in such form as the Minister directs submit to the Minister for approval estimates of income receivable by the Authority, its capital expenditure and the total of its recurrent expenditure for the following financial year.

Those are the major changes in the new Bill as compared with the old one. I beg to move that this Bill be read a second time.

SENATOR Mrs. A. STRAUGHN: Mr. President, in making my contribution to this Bill, I should like first of all to say something general and then I should want to go into 1 or 2 areas of personal concern.

First of all, Mr. President, the title of this Bill is powerful. In the establishment of the Barbados Tourism Authority Bill these functions are set out very clearly on pages 2 and 3 as the functions and the measures taken for the Board of Directors, governing behaviour in general and the Tourism Advisory Council on page 17. In the First and Second Schedule these are beautifully spelt out, but at the

risk of being a person who looks very severely at the human element of things and human character, I should like to say that these posts for the various offices will all be held by human beings, by persons like all of us who are subject to all the imperfections and all the aspects of human error, all the uncertainties of human behaviour and we know that human behaviour is something like the weather. It is unpredictable and we cannot really control it. Sometimes we have to look at it with a measure of hindsight rather than foresight and in many cases we react rather than act.

I should like to submit that I would hope a lot of consideration and the greatest care will be given to the selection and placement of persons in these particular posts, whether they are being elected, nominated, or transferred. I would also hope that those people would maintain, perhaps create, develop, if it is not there, a measure of dignity, credibility and integrity. These are all attributes that are expected in such positions, not only for their personal enhancement but for the enrichment of the industry and for the maintenance of the standard and level of our country.

I should hope, Mr. President, that there will be no dilution in certain of these measures that govern these positions. We know that there is a changing face on tourism. There is change all over: sometimes change and decay. I would hope that these aspects be taken very seriously because it is a matter of looking at the character of the persons in these particular positions.

In a more detailed context, one of my areas of concern is that the explanation or the meaning given to accommodation in a Bill as heavy as this seems to me to be very restricted or restrictive. Looking at the details of it, regardless of what the Bill is meant to do with regard to tourism, it emphasises tourism promotion. If we look at it very carefully, starting at page 1 and going over to page 2, the meaning of accommodation is not as extensive as it ought to be with a Bill hoping to become an Act as heavy as this is. I am concerned about the explanation of the word "accommodation" because we use expressions like "related" – things related to the tourist industry and to tourism.

Then, we have the use of terms which are inter-related and inter-changeable like "development" in the very title. Page 2, we have "efficient". Page 3, section 4(b) we have "suitable" and section 4(k) we have "effective". On page 5 in section 10(1), I should like to see "agents and servants as it considers necessary..." {and suitable} "... for the proper carrying into effect of this Act". We are bandying the words "effective", "suitable" and things like that and I think that would enhance that particular expression. Mr. President, these expressions should not

be just verbal decorations but to use some of the modern parlance, I think they should be for real.

On page 3, section 4(b) the expression "marketing strategies" is repeated if not in the same words on page 9, section 20(1) and the First Schedule under the qualifications of directors. Marketing strategies and management are strong components for the tourist industry. I should hope, Mr. President, that a lot will be done to upgrade that.

I mix a lot with these visitors. I see them a lot, especially on the West Coast and their behaviour would make us believe that there are certain false messages and misconceptions and misdirections that could be given in some of our promotion for tourists. If the behaviour of some of the visitors is an indication, especially from the point of view of road use and their behaviour on beaches and sometimes at the supermarkets, I think there is a lot to be desired in the marketing and promotion of our tourist industry. I do feel that any package that is going out of this country by way of promotion and marketing should undergo heavy scrutiny before it is implemented.
11.55 a.m.

In looking at the functions of the Tourism Authority as they are spelt out in the first set, I wonder, Mr. President, if some of the measures laid here might not be in competition with, rather than complementary, to the tourism organisation. And reflecting on the document "Time For Action", the Report of the West Indian Commission and if we are not dealing sometimes in isolation or in competition rather than complementary to what is being laid down or suggested in that "Time For Action" or the West Indian Commission Report.

The expression "related industries", I would suggest that needs a little spelling out. To me it is still extremely vague. Again I repeat, With a title as heavy as this, something more should be said on that.

In the area of licences on page 11, as a presenter Senator the Hon. Dr. Clarke mentioned the licensing of legitimate services. If I quote you incorrectly, I stand corrected and will sit when the time comes. But that, to me, needs a little bit of spelling out.

The First and Second Schedules put out in detail the Constitution, Procedure and Functions of the Board of Directors and the Tourism Advisory Council. They are very well spelt out. But, Mr. President, when we look at the constitution of the Board of Directors and the Tourism Advisory Council in detail, we notice that the body comprises members of the National Cultural Foundation, the Barbados Hotel Association and other recognised bodies. I should like and hope very much to see the

inclusion of others who contribute tremendously to the tourist industry. I should hope that although it is not spelt out there, that at some time there would be representation of itinerant people, the traders. I think we have to handle them very carefully.

Long before there was a Ministry of Tourism, Mr. President, and long before there was a National Cultural Foundation and before there was a Barbados Hotel Association, these people formed a strong force at whatever level we think it was at ambassadorial level, high or low, for this industry and long before tourism became an industry as such. It is not spelt out but I hope it will be included that there be some form of representation. They sold tourism long ago when the people used to be called, not visitors, but "tourises", when many of us, and when I say "us" I mean Barbadians, used to stand up and pose for a photograph for a penny. They were our marketing people. They were our salesmen. They were in the times when the Indian, derogatorily referred to as the "coolie man", was our first higher purchase system. Long ago these people were the ambassadors of our tourist industry. How were they ambassadors? By handing the tourists sometimes when they went to places like Hackleton Cliff and other tourist points a tot of cane juice, or a tot of mauby, or a piece of a lead pipe. So great care has to be taken of them. That was the cuisine that used to be offered to them.

More recently, since taxi drivers have been driving our tourists all over the country, they too have been part of our ambassadorial accomplishment. Many of the taxi drivers take the tourists home and provide home cooked meals for them. I would venture to say that many of the returnees, individually and collectively, are not returning because of the sophisticated hotel levels. A lot of them are returning because these people handed them, not a hand of financial return, but a hand of friendship and kindness without even realising how much they had been doing for the tourist industry. These itinerant salesmen sell them things they might not get otherwise. That could be interpreted to mean many things, but they come back with that in mind.

It is true these people who do this itinerant selling do not have overheads and therefore they can make their gains how they can. But I am wondering if they come under legitimate licensed people because I think this licensing has to be investigated at every single level. Admittedly, all these things get out of hand but what does not? Everything gets out of hand and the tourist industry is no exception - absolutely none.

Mr. President, much of what we can say here in discussing this Bill about tourism has been said in the Report of the West Indian Commission with a broader view, including the rest of our Caribbean countries.

There is another aspect too about our trading. It is tangential to this but it is not out of context. It is about the way we Barbadians restrict our movements probably because they do not appear sophisticated enough. But when I look at tourism in the Caribbean context, I remember the "Federal Palm" and the "Federal Maple", a blessed memory, those 2 ships that were given to the Caribbean people as a gift from the Canadian Government at the time of the Federation and which plied between our West Indian countries just after 1958 and right through the middle of the 1960s. And it is with pride that I remember how many of the people travelling on deck moved with things, simple things like pig food, from one of these countries to another. Pig food that they would have collected off the boat. That was trading, Caribbean trading, and it was an aspect of tourism because these people were legitimately tourists.
12.05 p.m.

Mr. President, I think that we have to look at this whole area of tourism with a certain amount of seriousness. I submit that tourism with all its potential, and Senator Dr. Clarke did emphasise it, and it is emphasised in this and in the West Indian Report – the economic benefits. They are so highlighted that they seem to subsume the total human element in this whole thing of tourism.

I submit that with all its potential it still has an element of mendicancy and we have got to look at that very, very seriously. It still has an element of mendicancy. It has become of tremendous importance to our economy. That is a fact. But I still think it is a pity that we jump at the clap of the tourist market. We certainly jump at it, while we should have been doing all these things all along for us. All the maintenance, all the preservation, all the safety measures, all the upgrading we could have been doing for us and it would not appear as though it is something with a patent smile so to speak. If we are not careful, Mr. President, I fear that we peoples of the entire Caribbean and especially Barbados, especially because we feel that whatever we say we feel something really personal about our own country... If we are not careful we will reduce our status to third class citizens within our own country. Thank you, Mr. President.

Mr. PRESIDENT: Senator Barker.

SENATOR T. E. BARKER: Thank you, Mr. President. We are here discussing a Bill which provides for the establishment of the Barbados Tourism Authority which is to replace the old Board of Tourism.

Sir, it is a long time since we have met in session so I wonder if this Bill was just brought to ease the boredom of some Ministers because, Sir, I see no reason for this Bill. The Bill is totally unnecessary and the few minor

changes that the Minister has highlighted could easily have been done with minor amendments to the old Board of Tourism Act.

Sir, the Minister listed 5 major areas in which the new Tourism Authority is going to differ from the old Board of Tourism. I want to go through them to give weight to my argument that the Bill is unnecessary. The first one he mentioned was that the new Executive Director is now to be a member of the Board of Authority whereas in the past he was not a member of the Board of Tourism but he was there sitting in at every meeting by right because chief executives normally sit in at meetings of the Board. So he was there, almost by right if not by law.

Sir, even if that was a major point that could easily have been done by a minor amendment to the old Board of Tourism. So why are you calling us here from our occupation – all of us are busy people, I have scripts to go and mark – to bring in a Bill, of which one of the major objectives is to allow for the Chief Executive to sit on the Board? It is nonsense – a waste of time.

Secondly, the Board is to be reduced from 14 to 9. I gather they were 14 because when the Government changed in 1986 the then Minister of Tourism had a Board of 18 which was about the biggest Board in the history of statutory corporations in Barbados. He wanted to democratise the Board he said. So he brought in 19 persons to sit on a Board. In any case even 14 was too large. But to reduce the size from 14 to 9 does not call for bringing us here. That could have been a minor amendment to the old Tourism Board. You would still have to come but not to spend a whole day for a minor amendment. So that again is no reason for a new Bill. That is what I am saying.

The third one is to set up the Advisory Council. Now the Advisory Council is nothing new. There was always an advisory council. It was *ad hoc*. So all this is doing is formalising what was already there because there was always a tourism advisory council. All the Bill is doing is formalising. So we have 3 major reasons so far and none of them of any particular far-reaching consequence or importance for that matter.

Sir, the fourth major one is that the Authority is now mandated to prepare an annual marketing plan. Now, Sir, I would have thought that any properly functioning Board of Tourism would have an annual marketing plan. How can you run the Board as the biggest industry in Barbados, one of the major earners of foreign exchange, one of the major employment sectors, without a marketing plan? If that was going on well then something would have to be seriously wrong with the old Board of Tourism that every year they could not sit down and prepare an annual marketing plan for the Minister's approval. That again is no reason for this new Bill.

The fifth major difference is that the Authority must by the end of October send estimates of income, expenditure and so on for the coming financial year. Now, Sir, I would have thought that was done already. I would have thought that the Board of Tourism, at the correct time, would be mandated to forward to the relevant Minister, its financial statements and its projections for the coming year.

So, Sir, we have 5 major differences between the new Tourism Authority and the old Board of Tourism and none of them, in my view, justify a change from the Barbados Board of Tourism to the Barbados Tourism Authority. Sir, if that is so, and I am assured that even the Honourable Senator Clarke would agree with me that the reasons are by no means major, we then have to look beneath the surface to find out why this Bill came in the first place, because, Sir, the Government has to be made up of intelligent men and I say so with a little hesitation, but I say so nevertheless.

Now, they know, as well as I do, that the reasons that they listed are not sufficient to warrant the dismantling of the old Board of Tourism and the introduction of this new Authority. So what is the reason? I am going to speculate that this is part of the IMF Programme. This is the IMF's mandate because, Sir, the IMF ... As soon as I mention IMF I see the Members on the other side are getting worried but we know that the IMF is controlling things. They do not have to get worried. It may embarrass them, but it annoys me – different reaction.

Mr. PRESIDENT: All right say what you have to say and ignore any reaction.

SENATOR T. E. BARKER: I will, Sir. But, Sir, I like the reaction, I must confess. I like them to react, Sir, because I know I am hitting the target when they react. If they stay there in stoic silence I do not feel good because it means, Sir, that I am not doing what I am supposed to be doing. So I want a reaction from them.
12.15 p.m.

Mr. PRESIDENT: This is not sort of a "we" against "them" or that sort of thing.

SENATOR T. E. BARKER: Except, Sir, I consider it me against them.

Mr. PRESIDENT: Oh, I see. You consider it adversarial.

SENATOR T. E. BARKER: Yes, it is adversarial.

Mr. PRESIDENT: I understand.

SENATOR T. E. BARKER: I make no apology. It is adversarial politics.

Mr. PRESIDENT: I understand your point.

SENATOR T. E. BARKER: Sir, to back up my statement about the IMF hand in this whole thing, I am saying that the original Bill that I received did not have in Clause 12 which was given to us a couple of days ago. Clause 12 is important because for the first thing it is going to give a role to the Minister. In the old Bill that we had received, the Minister was delegated to a back room position. Now this new Clause 12 that the Government has wisely introduced, which in my view may not be the IMF thing on this matter, I support wholeheartedly in spite of the fact that the IMF is going to bring sanction.

Sir, for an industry which is so critical to the development of Barbados for job creation and foreign exchange there must be some political direction. You cannot have a situation where the political directorate does not influence in a direct way the policy of your major industry. That is nonsense. Sir, it is the thinking of the IMF, and they are using maybe the Scandinavian countries as a model, that the private sector does all the controlling of tourism activities. That can work in those countries but it cannot work in Barbados where we are heavily dependent upon tourism and where it is so vital to our economic well-being. We can have a situation where there is no direction from those who the electorate choose to run the affairs of this country. Sir, it is about time that Government be more resolute in standing up to the foolishness that the IMF is seeking to make them do.

Mr. PRESIDENT: Senator Clarke.

SENATOR THE HON. Dr. C. D. CLARKE: On a point of order, Sir. The omission of Clause 12 to which the Honourable Senator Barker is alluding was in the original draft and by error it fell out. Yes, it was in there. If you play around with a computer, you will understand how these things happen from time to time. So I think it erroneous to say that it was because of the IMF or anything else like it. It was just an error when the thing was being prepared. So please do not go down that line.

SENATOR T. E. BARKER: Mr. President, I heard what the Honourable Senator said but I do not accept it. I am not calling him a liar. I just do not accept it. I will reserve judgment, Mr. President, but it still does not dismiss what I said about the IMF thinking on this whole matter. The IMF feels that tourism should be primarily a private sector industry where the role of the state is minimized. I do not think that the Honourable Senator will disagree with me in that perception and we are going to see, a little bit more of it. This whole privatisation

foolishness that is being forced down our throats which, in my view, is not going to be beneficial to the country is also part and parcel of the whole IMF scenario. This has nothing to do with Government's policy.

Mr. PRESIDENT: What do you mean that it has nothing to do with Government's policy?

SENATOR T. E. BARKER: Sir, I mean the introduction of this new Bill.

Mr. PRESIDENT: Oh, it has nothing to do with Government's policy.

SENATOR T. E. BARKER: No, if Government had control of things, they would not bring in this Bill. I am sure of that. I am sure that Senator Clarke will tell me so at lunchtime when we speak.

Aside.

Mr. PRESIDENT: I leave Dr. Clarke to defend himself, Senator Barker.

SENATOR T. E. BARKER: Sir, the Act says that people who were presently employed in the Board of Tourism when this Act comes into force they will be immediately re-employed with all the conditions in the new Authority. Sir, if as the Minister is saying in his listing of the 5 major differences that the old Board was not producing Annual Marketing Plans and all of these things and you now have to bring a Bill to make them do it, what is going to happen when you will bring in the same personnel who may or may not have been slack in their job in the new Authority? I am sure that Senator Springer will agree with me that this is a case of new wine in old wine skins.

Aside.

Mr. PRESIDENT: Let us not have this cross talk. Order please. We must not have this cross talk. Proceed.

SENATOR T. E. BARKER: Sir, the point that I am making is that you have a new name and, if the old practices which they are criticising by the mere fact that they had to bring in this law to make them do certain things, I see no future for us. You are just giving the Board of Tourism a new name. Sir, there must be something more than just the renaming of the organisation to the Barbados Tourism Authority. The Minister in his speech did not educate us.

Aside.

SENATOR T. E. BARKER: Sir, the point that I want to make is that tourism will only improve when there is a new direction. When you employ people in, call it what

you like, the Barbados Tourism Authority with the necessary drive, knowledge and commitment to push our tourism further. Just renaming it is not going to improve matters.

Sir, a few months ago, Government brought in a new Bill where the old IDC and EPC were merged. The point is a lot of talk has been going on but we have not seen any improvement in the industrial climate. I hope the same does not happen here because we have a new Bill and everybody is talking about tourism. Are we going to see any results of this new name especially in time for the winter season and so on?

Sir, I now want to go through the Bill especially as it relates to the functioning of the Authority. I want to tell this Chamber what I think the new or the old (it does not matter because it is the same) Board of Tourism or the Barbados Tourism Authority must do in order to achieve its mandate. In the Bill, it states the functions of the Authority and the first one listed is to promote, assist and facilitate the efficient development of tourism. There are quite a few functions listed on pages 2 and 3 of the Bill. I want to give my views on the whole matter noting that tourism is so vital as the presenter of the Bill has said and others. I want to take this opportunity, despite the fact that the Bill need not have come to us, to speak on tourism.

Sir, one of the functions of the Authority is to promote, assist and facilitate the efficient development of tourism. If we look at the tourist statistics over the years, we will see that Barbados has not done too badly in terms of its tourism sector.

12.25 p.m.

Sir, what is distressing me is that at a time when the Caribbean Tourism Association has said that all the other destinations in the region were experiencing increased arrivals, Barbados, which in large measure is and has been for many years one of the leading destinations in the Caribbean, not only in numbers, is the only country in the region which is suffering a decline in tourist arrivals. Sir, that is a fact. All the other countries are experiencing increases.

Many factors have been blamed for this. One is the Gulf War of 2 years ago. But the same Gulf War that is going to affect Barbados is going to affect Jamaica, St. Lucia, Trinidad and all the other destinations. So we can ignore that. Secondly, people are talking about our cost structure. I will address that in more detail later, but sufficient it is to say that it is something we need to look at. Another reason that has been advanced for the decline in our tourism is the fact that our visitors are not properly treated in terms of harassment, crime and such other activities. It is interesting to note that surveys which

were carried out point to the fact that whereas 97% of visitors to Barbados have experienced no crime against them, yet about a quarter of them highlight the fact that the crime level in Barbados was too high. Although they are not personally victims of crime, they are aware of the fact that the crime level is too high. That will obviously work against them returning. Those are some of the areas we need to look at.

What is needed is for our tourist industry to realise that whereas they may have had an advantage in the early 60's in the Caribbean, because we had a better infrastructure and so on, a more developed economy, now the other countries in the region have spent a lot of money developing their infrastructure, the advantage we had in the 50's and 60's we no longer have, because they are catching up with us. So we have to look for other ways now to maintain our competitive edge over our competitors in the region.

Sir, there is a view that Barbados' tourism, which has served us well in the 50's, 60's and 70's, has now become a little outdated, because a new type of tourist is now travelling. The newer destinations in the Caribbean, because they have developed their facilities and their whole package at a later time, are better placed to attract the new tourist than we are. So there is an urgent need for us to rethink our tourist package and how we market it. Maybe the old idea of sun, sea and sand needs to be looked at again in light of the fact that, firstly we are losing all our sand; secondly, there is the so-called link between cancer and sun, and other factors. So we may have to rethink. This is something for the old Board or the new Board, whichever, to come to grips with.

How are we going to market Barbados? Is the marketing strategy of the 60's and 70's going to push us forward into the 21st century? There is a lot of work to be done, but the key must be on research. The new Chief Executive Officer of the Authority must be a person who understands these matters, who understands the need for proper research into tourism, what tourists like and where they come from. This is where probably the old Board and the Ministry may have erred a little bit, that not enough was done in this vital area. We must understand the psychological, the economic and the social profile of the visitor in order to better service his needs. Remember, Sir, as I have said before, we are not the only country in the world, or the region for that matter, available to the tourists.

Research must be a key activity for this Authority. They must beef up their research section; they must carry out more surveys; get more data so that they are better able to plan, better able to do what they should have been doing all along; produce an annual marketing plan. You can only

produce an annual marketing plan if you have the information. For example, Sir, only this morning I was reading that we have to take into account the fact that the population in the United States of America is shifting from the north east to the west and to the south. So there is a shift in population to places like California, the south and south west and so on. How are we going to plan our marketing strategy to take into account this demographic shift?

Not only that, Sir, probably the age of the tourist may be changing. Maybe it is only a perception, but I got the impression when I was younger that the tourists were older. The point I am making is that we must carry out enough surveys to know exactly who is coming to our island – the age group; whether we get more males than females. All this sort of information is going to be necessary as we seek to develop and to improve our tourist plant. There is a lot of work to be done and I want to see more than a change in name, I want to see a change in attitude, a change in the whole way of doing things. There must be a better marketing thrust which not only involves going to Australia, but it also involves going to Europe. The European visitor tends to stay on average a bit longer than those from the States. The Australians might not come here, because it is so far and so expensive...

Aside.

SENATOR T. E. BARKER: ...Except, Sir, that the Honourable Senator should know that England is much closer than Australia. It is only 8 or 9 hours by plane. So if you are going to compare distance between Barbados and Europe with distance between Barbados and Australia, it shows that the Honourable Senator's lack of geography is evident.

We must take into account the fact that the southern Europeans are becoming a little more prosperous now, and that is a market we can tap into. In other words, we have to look at some non-traditional sources for our tourists. We have done well in Europe, but we still need to go a bit further. We must then find the funds. It is no sense having an Authority, or call it what you like, and not have the money to do the adequate promotion. It must be properly and adequately funded, because all the other countries in the region, and in the world for that matter, are spending huge sums of money on TV advertising and such things in order to woo visitors to their shores. I have no problem with people going to Australia, it is a legitimate activity and the Tourist Board must seek new markets. But where is the follow up after going there and spending that money? Just going there and having a good time and talking to people on the radio is good in itself but there must be follow-up. Unless there is follow-up and there are people in place there to build upon what little effort the Minister may have made the money is wasted. We should have

a presence in areas from where we want to attract tourists. There must be a presence in Rome, in Munich or wherever. It does not have to be a massive office but there must be some sort of presence to coordinate the activities and further promote our country.
12.35 p.m.

Mr. PRESIDENT: Where did you say, Senator Barker, we should have this tourism presence?

SENATOR T. E. BARKER: I mentioned Rome.

Mr. PRESIDENT: I see.

SENATOR T. E. BARKER: ... and Munich.

Mr. PRESIDENT: Yes. I just wanted to be sure. Thank you.

SENATOR T. E. BARKER: We start with attracting tourists but when they come here, in my view, the best marketing strategy does not take place in England or in Boston or wherever, but here within our very shores. One satisfied tourist will bring 3 more, if not next year, in the next 3 or 4 years. One dissatisfied tourist will stop 12 from coming. As far as I am concerned, all the money we spend on marketing and we do not get the local situation going good then it is wasted.

That brings me to the area of crime and harassment. I want to say that I have a lot of sympathy for the bona fide beach vendors. They have done a tremendous work in looking after themselves and their families and most of them have been a credit to our tourist sector. Most of them have built up good relationships with tourists over the years and most of them have performed well. Senator Straughn mentioned taxi drivers and I agree with her. They have been our good ambassadors for tourism but there are a few bad ones making things bad for the whole. Policy and action should not be directed at those who are the culprits.

My fear is that while I agree that Government has to do something about beach vending, it has to make sure that the interests of the legitimate fellow who has over the years done us well in terms of keeping the visitors happy by looking after their legitimate needs are always protected. Maybe we missed the opportunity 10-12 years ago when the problem first started of doing what was necessary to stop the problem.

Sir, you will remember the whole social climate of that era militated against the Government of the day doing what it should have done. I remember going to England around the time when the then Chairman of the Tourism Board of Barbados made his statement about activity on the beach. When I got to England that year...

Mr. PRESIDENT: Roughly around what year?

SENATOR T. E. BARKER: About the early 80's, maybe 1982. The first question that was asked of me by the West Indian community in London was how could we get here and stop local black people from going on the beach. The perception was that the Government of the day wanted to stop black people from using the beach. That was the social climate operating in that day and it worked against Government doing what it should have done to stop the problem from becoming the disaster it became 8 to 10 years later.

My fear is that the legitimate vendor is now having problems which would not have been there had action been taken when it should have been. I want to make a plea that while I agree that steps are needed to make our beaches safer we must at all times make sure that the legitimate vendors who over the years have made a good living selling on the beach are not unduly discommoded. That, Sir, is our challenge. Without the little man...

Asides.

Mr. PRESIDENT: Senator Barker, address the Chair.

SENATOR T. E. BARKER: As Senator Straughn would say, without the little man working and inviting tourists to his home a lot of our development would not have taken place.

At the same time, Sir, we must ensure that action is taken on the crime situation. Some have mentioned and it is coincidental that most Wednesdays something foolish happens. Most of the crime against tourists occurs on Wednesdays. It is something that the new Barbados Tourist Authority can look at.

A lot of the new tourists are interested in environmental or as some call it, "green tourism" or "eco-tourism". This is an area which we have to look at. We have allowed the situation to get to the extent where our South and West coasts are severely damaged. For the past 10 years we have been hearing about the South and West Coast Sewerage Project. I understand that the IADB was giving some problems and, true to form, this Government cannot get any problem solved at all. My understanding is that there was some problem although they have okayed the project. There were lots of problems with the design. In the meantime, our beaches are fast eroding. Some reports suggest that we are losing .2 of a metre per year. That is about 6 inches a year.
12.45 p.m.

Mr. PRESIDENT: Senator Barker...

SENATOR T. E. BARKER: Mr. President, it is an urgent problem. We need the West and South Coast Sewerage Project like yesterday to halt the problems of beach erosion, coral degradation and so on.

SENATOR THE HON. Dr. C. D. CLARKE: On a point of order, Mr. President. I believe within the last week or two I made a statement on certain pilot projects to restore certain beaches and that Government is actually working on them. Anybody passing would see work being done at Paynes Bay. Government is committed to bringing the South and West Coast Project on stream this year. The funding has already been put in place through the Inter-American Development Bank. So do not read these things and then come in here and regurgitate them as though they are going on for the first time.

Mr. PRESIDENT: All right. You will reply at the end.

SENATOR T. E. BARKER: Sir, I accept what the Honourable Senator has said but I have been hearing that the project was to have started this year. For the past 6 years we have been hearing that the project would be starting this year so every year is this year. I just want the Minister to know that the situation is urgent. I am not talking about what is going on at Paynes Bay. I am talking about the South and West Coast Sewerage Project. I know they have started work on the West coast but the Sewerage Project is a necessity.

Mr. PRESIDENT: Senator Barker, this has nothing to do with the Bill.

SENATOR T. E. BARKER: Sir, I beg to differ. The environment is very important when it comes to tourist activity.

Mr. PRESIDENT: So that almost anything could have something to do with the Bill.

SENATOR T. E. BARKER: Maybe, Sir, but the point is that the environment is crucial.

Mr. PRESIDENT: The environment is not really called into question here. All right, proceed.

SENATOR T. E. BARKER: Sir, a word to the wise is enough. I want to see action. I am tired hearing about words. We get a lot of words from this Government but I want some action.

Sir, I now move on to the whole aspect of tourist infrastructure. When last have we seen a major tourist project undertaken in Barbados? We have a vital area, the Scotland District, which, in my view, can be critical in developing tourist infrastructure. There we have a hot water

spring in Turner's Hall which we can develop but nothing is being done in that vital area now. I for one would not want to see any hotels in the Scotland District. What I would want to see is that as we move into the new eco-tourism the Scotland District can be used.

I know, Sir, that the Barbados Labour Party has plans of having a national park from Pico Teneriffe right down to parts of St. John. This Government seems committed to this whole idea. We know the Scotland District has special problems. I still think we need some more attractions in our island, especially in the areas of eco-tourism. This is an area Government can look at where we can integrate not only agriculture but also tourism in the Scotland District for both tourist activity as well as providing food. We want to get some innovation out of the old Board with the new name. We are tired of talk. We want some action now. This is an area where they can make a serious impact.

Not only that, Sir, we have to worry about the hotel sector. Reports suggest that in spite of the fact that in the Caribbean the hotel sector has the second highest occupancy in the world, it has the highest average daily rate of U.S.\$88. That is the figure I got so do not challenge me. In spite of this, the hotel sector in Barbados and in the Caribbean is not very profitable. In spite of the fact that it has high occupancies and high average rates, yet the returns on investment are not as great as they should be. Some people would argue that labour costs are the important factors but research has shown that labour cost is a factor but it is not a major factor in the lack of profitability in the hotel sector. The problem has been identified that Government is ruining the sector through its high taxes and duties.

Sir, just over a year ago – I think it was either in October or November of 1991 – we came in here and agreed to Government imposing a luxury surcharge on alcoholic beverages. Not only do ordinary folk buy alcohol but the hotels buy and use a lot of alcohol. What that has done is, it has pushed up costs for the hotels because alcohol is, obviously, a big item of expenditure for hotels. But we saw it fit to impose a luxury surcharge on what is a major input for the hotel sector. Not only that. Whenever you raise import duties, it is virtually impossible to isolate the hotels from these increases. No wonder they are not all of that profitable because of the high costs. A lot of it is due to Government's fiscal arrangements. That high cost is killing the hotel sector. Note Sir, as I have said before, we are in a competitive situation and the same sea, sand and sun you get here in Barbados you can get in Antigua so if our costs are way out of line you can see what trouble we are in.

Now, Sir, the data I have – I will not make this a document of the House for obvious reasons, it fell off a truck – says that of the Caribbean regions Barbados

ranges second in terms of indirect taxation in the hotel sector. Jamaica is first. Barbados is second when it comes to duties on the hotel sector.

SENATOR THE HON. Dr. C. D. CLARKE: Mr. President, on a point of order. If we have the Honourable Senator quoting from a document I would like him to make it a document of the Chamber.

Mr. PRESIDENT: The Honourable Member has not told me he is quoting from a document.

Senator Barker, proceed.

SENATOR T. E. BARKER: Thank you. Sir, Government has to give relief to the hotel sector.

Asides.

Mr. PRESIDENT: Senator Barker, I repeat. This is not a Chamber in which you have cross-talk. You address the Chair.

SENATOR T. E. BARKER: But, Sir, I was not cross-talking. They were cross-talking, not me.

Mr. PRESIDENT: Senator Barker, I have told you repeatedly, ignore the asides. Now you may continue.

SENATOR T. E. BARKER: Sir, you are putting the onus on me for their conduct or misconduct.

Mr. PRESIDENT: Senator Barker, you are supposed to concentrate on your debate. That is your problem if you cannot do so without attending to other matters. Sir, with all due respect, Sir, the same way you are talking to me you should be talking to the others to keep quiet.
12.55 p.m.

Mr. PRESIDENT: Senator Barker, you are totally and completely out of order. You cannot tell me what I must do. You will withdraw those remarks.

SENATOR T. E. BARKER: Sir, I withdraw them, but, Sir, I just wish ...

Mr. PRESIDENT: But nothing. Continue with your debate.

SENATOR T. E. BARKER: Sir, the point I am making is that Government has to do something about reducing costs to the hotel sector. One way of doing it is to reduce the high level of indirect taxation on their inputs. The same way that the manufacturing sector got relief the hotel sector...

SENATOR THE HON. Dr. C. D. CLARKE: Mr. President, with all due respect...

Mr. PRESIDENT: What are you speaking on?

SENATOR THE HON. Dr. C. D. CLARKE: On a point of order, Sir. The Honourable Senator is indicating that Government has done nothing for the hotel sector and the Minister of Finance, I think it is only last week, removed impositions on the hotel sector. I don't think it is fair debating.

Mr. PRESIDENT: Senator Clarke, you will respond when you have your opportunity. That is not really a point of order.

SENATOR T. E. BARKER: Sir, another cost which Government has to look at is the energy costs to the hotel sector. Sir, my information is that about 15 to 20 per cent of their recurrent expenditure is on energy. Sir, we know that the hotels use a lot of energy for airconditioning and so on. But, Sir, our energy costs are affected by virtue of the fact that we have a refinery here which is totally inefficient and which is of no benefit to the economy. In my view, Sir, we have to look at that agreement in order to go about the business of reducing costs, especially to the manufacturing and the hotel and other sectors.

Sir, that agreement with Mobil... Since 1989 the Government is operating on a month to month contract and nobody knows in which direction the budget energy sector is heading and it is impacting negatively on the hotel sector.

Mr. PRESIDENT: Senator Barker it has been drawn to my attention that during the debate, without my hearing it, you stated "I wish greater impartiality would prevail" and I therefore ask you to withdraw those words. I did not hear them. If I had I would have asked you to do so.

SENATOR T. E. BARKER: Sir, I have no problem withdrawing it, except, Sir, that at times the perception that I get is that Senators on that other side get more favourable consideration than I get.

Mr. PRESIDENT: Senator Barker, you are out of order. You will withdraw those words unconditionally, if you are to proceed.

SENATOR T. E. BARKER: Sir, I want to proceed so I will withdraw them.

Mr. PRESIDENT: All right, carry on.

SENATOR T. E. BARKER: So, Sir, the point I was making is that Government has got to look at the energy costs, scrap the Agreement with Mobil, let Mobil

take us to court if they want to and let us get cheaper energy, for not only the hotel sector but for the manufacturing and other sectors of the economy. That is an imperative if we want our hotels to remain competitive as we further seek to develop our tourist sector.

Sir, this brings us to the whole question of a convention centre. Sir, there is a lot of evidence to indicate that we could be losing out because of the lack of a proper modern convention centre. I know, Sir, that in a matter like this Government must take the lead because in our economy, unfortunately, unless Government do things....

If the private sector does not seem willing to invest the \$20 million or \$30 million or whatever it is for the centre and it falls upon Government to do it well then I have no problem with that. But the point is, the benefits to the economy, the benefits to the tourist industry, could be substantial if we get a modern properly functioning convention centre. This is something we have been talking about for a long time and it is something that the Government has got to look at seriously.

Sir, we know that the Government owns 2 of the biggest hotels on the island – Heywoods and Hilton. And Sir, Government is now in the process of selling Heywoods. Now, I have problems with that, primarily because, I think, at this time we are not going to get the money that we should be getting for it. I think, Sir, a former Minister of Finance said that a former Prime Minister – the most recent former Prime Minister – turned down an offer of \$110 million for Heywoods. That Sir, is what a former Minister of Finance said that the former Prime Minister, Mr. Barrow ... Can I call his name, Sir?

Mr. PRESIDENT: Go ahead.

SENATOR T. E. BARKER: The former Prime Minister turned down a \$110 million offer for Heywoods. Now I am hearing figures that Heywoods might be sold for something like \$35 million. I don't know what the truth is, but the point is, I would hate to see Heywoods sold for less than it should be. I want to make this point. If investors have money, if they have \$35 million why can't they use that \$35 million to build a convention centre, or to build another auditorium? Why must they take that \$35 million, if that is the figure, and invest it in a plant that is already there? Why not improve the physical plant by building another hotel because there is probably a need for one or 2 more luxury hotels on the island. So, I do not agree with the selling of Heywoods but if the IMF insists that you must sell it I will go further and I will say, yes the money you realise from this sale should be used, not to pay wages *et cetera*, but rather the money you get from Heywoods, if you must sell it, you can use that money then to spend on

a convention centre or some other tourist activity. Do not let us take the money from Heywoods and use it for general housekeeping matters because then the benefits to the economy are virtually nil because there is need for greater investment in the hotel sector. In the last 10 years or so I cannot think of many new major hotels that have been built. There may be more, but I can only think of one. A lot of refurbishing has been done but I cannot think of any big investments in that area. Other plant, especially in the luxury and A class hotel plant need upgrading to keep pace with modern development and so on. So if Government is going to sell Heywoods, which I totally disagree with, then take the money that you realise from the sale and pour it back into the hotel sector. Maybe, spend the money to pay out Mobil and put a nice convention centre there by the Hilton or whatever.

Sir, the Minister mentioned Health Tourism and he mentioned the St. Joseph Hospital. That is an area that we can look at but there is a word of caution. I remember that I was in the States some years ago and a Barbadian couple warned me, they said, for Heaven's sake do not bring other people's drug addicts into your country. In other words, Sir, what they were saying is that we should not use Barbados as a rehabilitation centre for drug addicts from any other country and I totally agree with it. We have enough problems here with ours so I would warn Government against going in that direction. Maybe, Sir, there are other aspects of the health tourism business that we can get into but I would not like to see us bringing in drug addicts from any other country for rehabilitation in Barbados. It is fraught, Sir, with many dangers.
1.05 p.m.

Mr. PRESIDENT: You have 2 more minutes.

SENATOR T. E. BARKER: Thank you, Sir. I have said a lot within the hour that was allotted to me, Sir.

Mr. PRESIDENT: You certainly have.

SENATOR T. E. BARKER: Sir, I am going to vote against this Bill for reasons that I have outlined before. It is solving nothing. Out of all the things that I mentioned which were needed, show me how the change of a name from the Barbados Board of Tourism to the Barbados Tourism Authority is going to effect the changes that are necessary? If I felt, Sir, that Government was serious about tourism, I would vote with it and deservedly. But changing a name is not going to solve the problem and this is only a waste of our time. It gives me an opportunity to speak. Apart from that, Sir, it is a waste of our time.

Certain remarks of the Honourable Senator T. E. BARKER were asked to be expunged by Mr. PRESIDENT.

SENATOR T. E. BARKER: All that I am saying is that Government has more things to do than to come here to change a name. That is all they have done but the basic problems of tourism are left untouched. I want to protest against the use of this Chamber in this regard. I will vote against this Bill and I will encourage members on both sides to send a signal to Government. They have more important things to do.

Mr. PRESIDENT: Your time has expired.

SENATOR T. E. BARKER: Thank you very much, Sir.

SUSPENSION

SENATOR THE HON. L. V. H. LEWIS: Mr. President, I beg to move the suspension of this sitting for one hour for lunch and we will resume at 2.15 p.m. today.

The question that the sitting be suspended until 2.15 p.m. today was put to the Senate and agreed to and Mr. PRESIDENT suspended the sitting accordingly.
1.10 p.m.

RESUMPTION

Mr. PRESIDENT: This sitting is resumed. Senator Inniss.

SENATOR W. LeR. INNISS: Mr. President, I am sure that I will not be half as long as the last speaker, but on a matter like this I believe that I should make my little contribution. I will begin on the same note as Senator Straughn when she looked at the composition of the Board. It is quite correct to say that you look and you hear about a representative of this and a representative of that. At the end of the day, we have to think about persons not only in terms of conditions and that kind of thing. I would think that it is very important when we come to appoint persons to Boards like this, although it is not the duty of this House to appoint anyone, that the whole idea should remain foremost in the minds of whoever has the opportunity from time to time to make appointments to positions like this that there must be several considerations. We should always make sure that we do not have square pegs in round holes or round pegs in square holes. Very often it seems as though we take as a consideration people's expertise and efficiency as the last criteria. All kinds of things seem to come to the fore before you look at the expertise and the qualification that people have for some of these jobs in which they find themselves from time to time.

Sir, it is interesting to note the amount of revenue that one realises from tourism. It is not new information that tourism at present brings in probably the highest amount of

foreign exchange. How many people regard tourism as an industry? It is surprising to see that people do not regard tourism as an industry. It is not enough just for the Board or members of the Government to see tourism as an industry, but the whole community should be understanding that when we speak about tourists that we are not just speaking about some people with their shirts off on Broad Street or going on the Jolly Roger. We should look at the whole industry and see it for what it is worth.

For example, Mr. President, if we are looking at the sugar industry, we have people who invest their money in sugar. You may inherit a plantation. You have to represent your money, of course, and you bring some kind of expertise in terms of ownership. But one would never think in terms of having a sugar industry without people who know something about making sugar. If you are going to have an industry of people making pots and pans, you would never think that you could have the industry working only with those who have been associated with pot factories and pan factories, but you would need persons who have the expertise in the fabrication of pots and pans.

Mr. President, I am submitting that we have to take tourism seriously in that same light and get people who know about tourism to assist in the management of tourism. It is good to have your airline representative, hotel representative and your this representative, but they form a sort of board of directors of a company. You still need the experts, people who are trained in the industry and who understand the industry. I would suggest that because you may work in a hotel for a long time or work with an airline for a long time or work for a beach seller for a long time that it does not give you the kind of training and expertise necessarily that you can make that kind of expertise available to the Board, Government and to the industry. I would think that when this new organisation comes into being, not that it should not have been done in the past, that we start looking for the personnel to be appointed to the organisation who can give the advice based on his or her knowledge, experience and expertise. You do need some kind of tourism specialist or specialists in the industry.

Again, another thing we should look at is this. For a very long time we have been looking at our sand, sea and sun that God has kindly given to us. As a previous speaker said, we can find the sand, sea and sun elsewhere. Just as we have the Harrison Cave which one goes overseas and one speaks to people who have visited or who have heard about Barbados, they always ask about Harrison Cave because that is something peculiar to Barbados. I would dare call it one of the new wonders of the world. We must, therefore, build on this kind of thing. We cannot go and make some new Harrison Caves, but we must look to see what is indigenous and that is unique and worthy of development and develop it. We must look at our

culture. We must expand and we must be innovative. I wonder how many people see our dancers and singers as people who are working in an industry. I still think that even today entertainers are taken as people who do something at night and who really should have had another job but they go down the road and do something. I know there are people who are making a serious business in some areas of the entertainment industry. But we must not see the Merry-men, Spice, Sygnacha and one or 2 other bands as the only people who should be seen as serious workers in the tourism industry.

2.20 p.m.

Things have improved a lot over the last 10 or 15 years, but sometimes when we hear about some of the conditions under which entertainers are still called upon to work, it is surprising that people who are making a contribution to our tourism industry are still working under those kinds of conditions, as I said, because some persons still do not see them as being workers, like how a school teacher goes to work and teaches, or how a painter goes to paint a house, *et cetera*.

At the end of the day though, Mr. President, we always look for quick fixes. There are very few things in this world we can fix overnight. While we are looking for the immediate solutions, it goes back to a point I keep making over and over – that we have to begin in our schools. I am not one who is saying that you must put tourism on the curriculum as a subject, because if you listen to various interest groups, everybody wants his discipline on the school curriculum now. The trade unionist will tell you that you must put trade unionism as a school subject. The cooperatives people will say make cooperatives a school subject. The tourist people will say make tourism a school subject. It means you will go to school from morning till night. You will not get any chance to sleep if you try to accommodate all these various things as subjects *per se*.

But there are some broad areas, like in our social sciences programme, where we are not teaching the specifics of trade unionism, the specifics of tourism, but we are enlightening our youth by giving them a broad overview of the different sectors of our society. In that area I would think that tourism could play some prominent role in having people appreciate what the industry is all about.

You find, Mr. President, that in many instances we tend to look from one extreme to another. Some Barbadians believe that when you work in the tourist industry you have to be servile, that the meaning of giving service is to be servile. That is the mistake which some persons make. On the other end of the spectrum you find some who believe that they must demean themselves and

lie almost prostrate to get that almighty American dollar especially. But too far east, as the old people say, is west. We have to look to recognise that just as a shopkeeper sells biscuits and bread, a store owner sells cloth in Broad Street or Swan Street or where have you, people who are working in the industry are selling their services. They sell with respect and dignity, but part of selling services, not only in tourism but in anything else, is a matter of politeness which go along and go a far way in encouraging people to come to our shores again.

Again, I have mentioned in a different context in this Chamber before that we can learn from some other countries how they do their business. It amuses me sometimes to see what I consider unnecessary debate about a song some years ago: "That beach is mine". I have heard some people claim that that song caused tourists to leave Barbados. I consider, with all respect, Mr. President, it is a very ridiculous statement. What is wrong with a Barbadian saying "That beach is mine, I can bathe there any time?" As a matter of fact, every Barbadian should consider that the beaches of Barbados belong to them and that they can bathe on those beaches any time. But that is only half of the story. The other half is that they must recognise that they must share that beach with the visitors to this country. That beach is mine, so I must make sure that it is not abused; I must make sure that I deal with it in a careful manner; I must make sure that I show full appreciation for that beach which is mine.

I have used in this Chamber already the example of the Brazilians, who tell you the beach is theirs, but it does not mean they are going to run you from the beach because it belongs to them. They welcome you with open arms to share that beautiful beach which is theirs. In Rio you get the invitation in many ways, but the whole idea is "Come share with us that which we have that is beautiful". I would suggest that again that is where education comes in, not only among our primary schools or secondary schools, but in different institutions. Our trade unions, when they have their seminars, have access and an entrée into persons involved in the industry, but that is the kind of lesson which we have to put out at all times – that no one will come and shut us out of our beaches. But we will not be so foolish, so selfish as to kill the goose that is laying that golden egg. As a matter of fact, if only for selfish reasons, we should be willing to share our beach and the many other facilities and amenities which we have in this country with other people.

Again, Sir, many persons when they speak about tourism and the tourist industry, study big hotels, big tour groups and the macro. We must also look at the micro. Let us look at the little entrepreneurs, the people who make little handicraft items, the people who make cottage industries. They are the kinds of people who have to be encouraged. Some time last year I had the good fortune

to be in Madrid and when you pass through the plazas and buy beautiful fans with the dancing ladies and the bull fighters of Spain, there is no big factory mass producing these. The little young man who is selling you that fan is the same person who has made it, or who is in the process of making it while you are there waiting. It is surprising what the mind of man can do. People go to Spain to watch bull fights, so what do you find the Spaniards doing? They get a big poster with bull fights and they put the names of all the great bull fighters and leave a space. A little man or a boy gets some blocks with letters and in that space he adds your name, that you are one of the bull fighters on a particular card. You will be surprised to see the number of persons of all walks of life, from all countries, who wish to go away with a reasonably inexpensive souvenir, because he has his name there. His name fits neatly into the list of those famous bull fighters who were putting on a show the day before.

We do not have to copy that, because we cannot. We have no bull fights, but it goes to show how with a little thought and a little encouragement people can make a sensible, decent living without being a charge on society. Those are the kinds of people we have to encourage. We should never let it be thought that someone is too small to be playing his part in this industry. As a matter of fact, I would suggest that the more people we have involved in the industry, the more people who recognise that their bread and butter is directly a result of the industry, the more respect we have for it, the more encouragement we have for it and people will not be seen just as those who throw in the unwilling lot to make sure that somebody else makes a fortune. You know that is always the perception of those who work. We are working and somebody else will make a fortune out of us. Of course, very often those who you think are making a fortune are getting deeper and deeper into debt. But the point is that we have to involve more and more of our people in the community. We should be using our Government departments, we should be using every opportunity available and every medium possible to spread the word on this tourism business, because to too many people a tourist happens to be a rich American who comes down, behaves badly half the time, curses you when he feels like and throws a dollar bill at you, goes his way, a hotelier makes some money, a restaurant makes some money and that is the end of it. I do not think that even some educated members of our society know exactly how dependent we are upon tourism.

I know that when Senator Fraser comes we can look forward to a discourse on the food the tourists must eat. I am no expert in the area of food, but sometimes you wonder why is so little local fare served in so many hotels. There are a few hotels and a few restaurants in Barbados with excellent clientele and these people serve local foods. There is a particular restaurant at which I visited an

English friend last week and he made a very pertinent point. He said: "I notice that in this restaurant you find the Barbadians and the foreign people mixing together." He was not one of those who dropped out of the sky. He lived among Barbadians for a while, but he thought, "Here it is, I see a lot of business people I recognise, I see Barbadians and tourists mingling and we are being served probably an 80% Barbadian meal."

2.30 p.m.

That restaurant... I am not here to publicise them but they have very good clientele and they are making money. Why cannot more of our hoteliers and restaurateurs take a leaf out of their book? It is surprising to see what a little thought will do. Sometimes you wonder why we do not see more local wines in some of our hotels. You do not expect that your local wine is going to compete with the greatest wines of the world but that is not the idea. It is something different. People who come to your country very often want to try something that is different. It is not being served instead. It is being served to compliment what is known internationally.

With those few words, I would hope that when the new body comes into being... It is always good when you get the opportunity to make a clean start. We are not discussing the dismissal of people. All we are discussing is that serious thought be put into the personnel at the level of board members, advisors and the day to day officials who have to keep the organisation running and that the chief criteria for the appointment of these persons is a knowledge of and interest in the tourism industry which can only redound to the benefit of the entire country.

Thank you, Mr. President.

SENATOR Mrs. V. C. FRASER: Mr. President, I am glad to be able to talk about this particular aspect of the legislation. I welcome the Tourism Authority. I feel it is necessary to keep in line with modern-day concepts and to give some organisations which are looking at as important a subject as tourism some amount of flexibility so that that organisation does not have to sit and wait for Government to do everything. I feel that is necessary if we are going forward.

There are however a few things that I would like to point out or ask questions about. One that I have a little concern about is whether this inspection of hotels means that the Ministry of Health and the Tourism Authority will be collaborating or whether these inspectors from the Tourism Authority have a different line of authority. I would not like to see that. I would like to see them collaborating. I am happy that it will be strengthened if the two are going to be working together because some of the hotels and a lot of the big ones are very guilty of

not keeping their premises as clean, especially their kitchens, as they ought to. I think that when that happens it should have to be closed down and reopened.

I do not think that we should give these people any chances because on many occasions they go after the little people and they have to close down their little businesses and they have to put them right. Therefore I feel if you have a hotel you should understand that you have to meet certain specifications and health rules and regulations. This is one of the things I am very serious about because I have visited a number of hotel kitchens and there was much left to be desired. Some of the equipment was old and really out of place. It wanted throwing into the garbage – black saucepans and all. If people ingest bacteria we could have a nation of sick people. If people eat and get sick and have to be hospitalised, we can get a very bad name. We have to be very careful. Sometimes people think you are fussy, but it is not being fussy. It is following health standards and health regulations and ensuring that whether tourist or local they get a clean product. That is very important in this whole question of feeding the people. We must feed people with safe foods.

The whole question of the direction in which this whole authority must go is something I want to touch on briefly and on a few aspects of the whole thing. I see here we are talking about promoting in order to assist and facilitate the efficient development of tourism. Mr. President, there are many areas that I feel we can look at, if we are talking about efficient development of tourism.

In the first place, I believe that if we are talking about the efficiency and the effectiveness of tourism we must take into consideration agriculture as well. Agriculture in the sense of not only food but in the sense of agricultural by-products for handicrafts where we can get indigenous handicrafts. If you are talking about money coming into the country we must not talk about it on one hand and send it back out to buy food on the other hand. That is all nonsense. Either the money from tourism will stay here or it will come in one side and go back out to buy food to feed the tourists.

To my mind, this is a myth. When people go to other people's countries they want to taste the cuisine of the country. They want to be able to say they tasted this in Switzerland, that in Denmark. If you go to Finland you would want to taste their breads. If you go to Italy, you want to taste what is Italian. Therefore, I believe that in the same way in those countries they promote their tourism on the basis of their cuisine... If you go to China they will not promote something other than their food to give you to eat. They will not give Jews pudding and souse. These are all important factors that people have to know and understand when you are dealing with tourists. Little things can upset people so you have to cater to a wide spectrum of people.

I want to cite what I recently heard which makes me very sad. Only yesterday I was attending a seminar and in order to have the various local fruit drinks... I understood from the representative of the Pine Hill Dairy we are importing \$3 million in cherry pulp and \$9 million in passion fruit pulp from Brazil. Put 9 and 3 together. Thank God it was refreshing news to hear that we are now self-sufficient in guava pulp. That was saying something good to me.

\$12 million is still going out of this country to provide the drinks for the same tourists. That is a lot of money and it means that tourism and agriculture have to be closely linked together. It shows a linkage. I certainly hope that in this Authority they will make and give more consideration to the importance of agriculture to any tourism development. You are going to talk about fruits and vegetables. They have to eat them so if they have to eat them we cannot just import them and spend all these millions of dollars because the money we earn from them just would be going back out. We would not see the true effects of tourism on the boosting of our economy.
2.40 p.m.

Mr. PRESIDENT: Senator Fraser, that is quite relevant, quite correct but it is repetitious. Senator Inniss just said exactly the same thing.

SENATOR Mrs. V. C. FRASER: Mr. President, I will press on. I am still a firm believer of the linkages between tourism and agriculture. I feel very strongly that whoever is going to be on that Board there should be an agriculturist, a chef or somebody who knows about Barbadian cuisine, or something to do with tourism. There should also be somebody who understands the concepts of marketing cuisine.

Recently in our newspapers the lady who is responsible for nutri-cuisine made a comment. She had just come from a tourist package promoting the cuisines in various countries in the world. People fail to realise that is an aspect of promoting tourism. Her remarks were that Barbados should get more involved in nutri-cuisine, in other words, promoting its nutritious foods when you go on these tourist promotions. Very few people, as far as I know I do not know there are any who go on these tour promotions, who are chefs, or knowledgeable in any areas of local cuisine. I think it is time these people be added to these people we are spending money on.

There is one thing I must hasten to say when we talk about the various marketing strategies and the movement of people. I heard Senator Barker say this morning that he welcomes this travelling aspect and people must travel. I sincerely hope when this is being done we do not

hear the same people making comments about people travelling and asking how much per diem people got and all that nonsense. If we want things we have to pay something. We cannot expect to get everything free dropping down from the skies. If people have to go to promote a country and they have to set up an exhibition, they have to spend money to do it because you are competing with other small countries in the world. They are going to show what they have to offer and you should be able to show what you have to offer. So you have to spend money to do that. You cannot put up the people in a back street. You have to put them up somewhere where they will have access to the places where they are going to do the promotion. I hope that will be considered and I would not read in the newspaper or hear anywhere else that Members of Parliament are groping over something and yet saying they want tourism.

Also, I see some of the functions are "to design, encourage and implement suitable marketing strategies for the effective promotion of the tourism industry". I have touched a little bit on that marketing aspect but I should like to see that we market a number of simple things like hospitality evenings in Barbadian homes. I think this is something we should market. I have been a beneficiary of that kind of tourism myself where you went to the various peoples' homes and were treated to the fare of the country. Each hotel was sent a letter saying how many people it could have on various nights, how many homes could take so many on one night and it went around like that. Not all the people might be chosen on one occasion but then the next occasion you rotate the situation. To my mind, and hearing the people talk while I was present, they had a better impression of the country and they were able to understand a lot of things they would not normally talk with big officials. They felt a sort of homely atmosphere. Therefore, they kept on corresponding with people. We have a few people here like that.

I know of a maid in a particular hotel who has been invited to Canada by people who come to that hotel. They have been encouraged to come here every single year because she takes them to her home, gives them all the cou-cou and flying fish and everything they need. They in turn bring their friends and say "We are going by her to eat these various things." I feel that is something we should look at - hospitality in Barbadian homes. Do not select the 3 storey houses. Let them go with the simple people who will cook a nice meal and with whom they can talk and discuss at that level, family level, like a family get-together.

Then, Mr. President, another marketing strategy is we have the sea all around us. I mentioned this when we were dealing with the Speightstown Development Plan. I hope we will hasten to get the jetty fixed so we can have tourists going off and getting a nice little packaged lunch down in

St. Peter of fish and all the various curios and so on. I hope these things would be taken into consideration in any marketing plan we have.

Then there is the other aspect of it, the conference type of tourism. I know many organisations would like to come to Barbados. We do not have the facilities. That is the problem. For instance, my professional organisation would like to come here, the Cookery and Food Association, but where are we going to put 6 000 delegates?

Mr. PRESIDENT: Are you making out a case for Sherbourne, Senator Fraser?

SENATOR Mrs. V. C. FRASER: I will always make out a case for Sherbourne and I hope it finishes soon so we can get that type of tourism here. People yearn to come to conferences in these various places. They do come but they can come in larger groups. I am talking about people who have a lot of money to spend. I tried to encourage them to come here. I said "I know the whole set of you cannot come but the executive could come". They came and stayed at Sandy Lane. You can see the type of money those people spent. They went back and wrote in their magazine how much Barbados is a tourist destination. We have a lot of international organisations in Barbados. These organisations have conferences all around the world different years. That concept of tourism has to be promoted more whether it is Sherbourne or whether we get to the stage where we build more facilities. I think if we are going to have this as a futuristic industry, we will have to build more conference facilities so that people are able to stay at the places rather than having to leave and be going here, there and everywhere. They would be able to eat at the various facilities. Mr. President, this, I think would have covered (d) which is to provide and encourage the establishment of amenities and facilities necessary for the proper enjoyment of Barbados as a tourist destination.

Barbados must also be promoted as a health destination. Many people want to come down in the winter months because of the cold. I know there have been many people coming here for years. I know some of them from my own Church, St. Matthias, who have been coming over 40 years, since I was a little girl, and they continue to come. Some of them used to stay at the old Marine Hotel. Now they stay at the Hilton but they have continued over the years and they come to Church. Of course, we welcome them because they put in big collections. That is also a boost to the whole thing. What I am saying is that we have to look at all kinds areas to get people here. Some people come here because during the winter months they get very sick. The cold does not agree with them and they have no choice because they live in those places. If they can get away from it during the winter months they come to a country like Barbados.

2.50 p.m.

Also we have a good cardiac unit and we have a renal unit. We have to promote these things and let people know just in case they get sick. We have been able to treat people with heart attacks and they have written back to the Press saying how grateful they were to the staff at the hospital. We have a hospital in Barbados that can be compared with any top hospital anywhere in the world and that is something we should let people know.

Our water is safe. You do not have to buy bottled water so you don't have to spend a US\$1 for one bottle of water like I had to do in Germany and therefore it took about \$4 a day for drinking water because I love to drink water. You should drink 8 glasses a day so I was not even getting my 8 because these were small bottles I am talking about. These are areas that we must stress. When we talk about the question of beautification I notice Senator Barker seemed to have copied that from me because I said it in here that we should beautify from Pico Teneriffe right up to St. John. But nevertheless it is a good point and I think it should be done. The Ministry is about to do re-afforestation and I think that will be a scenic beauty for any tourist to see and something to be promoted in our various brochures.

We could also promote good Bajan cuisine at Bathsheba. These are things that people want to know. What has Barbados got to offer me? I welcome the mid-day dance and folk singing that they have in Bridgetown. I think we would like to have more of that throughout the island so that when the tourist go to the different areas they can have this same type of entertainment – in Speightstown, in Oistins or wherever you can think of. I understand that they love the various sporting facilities and they love the entertainment, especially when people can get under the limbo bar. They always try to do that.

I especially like this area – to design and advise on suitable educational programmes intended to stimulate interest in and understanding of the tourism industry. I think, very much, that that is necessary. Most of us, as youngsters, went to school and we learned about Geography and about peoples and homes in many lands but that was the theoretical aspect of it. I must say that we are making some steps because various groups from schools are visiting other countries and getting to know people, getting to know the languages and they are seeing it first hand. I think this is something that is good for tourism. We have to instill this in our children's minds, because it is this generation that we are talking about, these benefits are going to accrue to them, not necessarily to us. Thinking like the Chinese you have to think to the future, your children and your grandchildren, or the nation's children and grandchildren, that they have a firm foothold on what they want tourism to be, not just somebody walking down

the street with a bathing suit and dressed shoddily. That is not promotion of tourism. To my mind that is promotion of vulgarity and when we say that people must not go into supermarkets and public places dressed like that we should mean it. I notice that the Tourist Board had up signs and I am not seeing them any more. People are just doing whatever they please and I don't think that is good for us. We should teach our children about all the various places and what they offer. When people come here we should continue what we started at the airport, where school children met the tourist and greeted them and welcomed them to Barbados. I feel this is something very laudable. We should not just welcome them, we should have them come and give a little talk and mix with the school children and perhaps taste the cuisine from the domestic science room. There should be visits by the tourists to schools and other educational institutions in the country to let people see what we are doing in Barbados so that when they go back to their own countries they would go with a well-rounded concept of what Barbados has to offer.

There is a good library service. People who are interested in reading can take some time and sit in the library and do some research on their own, whether it is about Barbados or not. This should be encouraged so that people will get a clear understanding of where this country came from. They should understand that we have free secondary education and things like that. Because just taking them on a ride will not mean that they will be exposed to these things.

I think we need to look at the various videos that we have prepared to sell to the tourists. I have travelled with them and we have had to use them but I am not satisfied that they really say as much as they ought to say about Barbados when compared with some of the other islands in the Caribbean. I think we need to say a lot more about Barbados in those videos. As you know, the visual impact is important and if it is not in sequence and it is not forceful enough to get home the message to people then it does not have impact that you set out to get. I think we need to look seriously at videos as a means of educating tourists. These videos ought to be available for viewing in the same hotels where they are staying. It is done in several other countries where they keep promoting their country all of the time and you will then discover, "Wait I have not visited that place. I want to go there and I want to tell my friends about that particular place because that is a selling point for the particular country." People go to Fisherman's Wharf and other places in San Francisco because this has been sold over and over to them.

Mr. President, I look forward to many good things coming from this Board.

Mr. PRESIDENT: Senator Fraser, you have 2 more minutes.

SENATOR Mrs. C. V. FRASER: Thank you, Sir. I am also interested in many of the smaller hotels being included. I know sometimes small hotels do not have a lot of money to go on these promotional trips but I think something should be done because a lot of the smaller hotels are much more homely and people will tell you they like these smaller hotels, since they seem to be more friendly than the very big ones. We need to have a good mix and I think that in some way, since there is going to be an Authority and they will have certain rules and regulations, that they can utilise spending money. I think, at least the small people could be assisted. I am not saying they must pay the whole thing but I think they should be given some assistance in making the tours to promote their various small tourism units or their small hotels.

Mr. President, I am looking forward to great things from this Tourism Authority. I think it is a step in the right direction. I believe the linkage with agriculture must be clearly put and it must be clearly demonstrated and seen but we must also see a change in the attitudes to Barbadian cuisine. We must see a change and we must stop importing things that the tourists can get overseas. I believe if we see these things and see the linkages between local and indigenous handicraft and agriculture and tourism we will go forward. Thank you, Mr. President.

Mr. PRESIDENT: Senator Alleyne.

SENATOR Dr. F. W. ALLEYNE: Thank you, Mr. President. I will be rather brief because some very useful remarks have already been made on this Bill. Quickly, I want to direct attention to 4 Clauses – Clauses 4, 14, 20, and 24 – and then I wish to make 2 or 3 general comments on the Bill.

Senator Straughn was quite right in reflecting upon the wide ranging powers vested in this Authority.

If those powers are to be adequately carried out, it is incumbent upon the Government to ensure that adequate resources, financial and human resources are made available to the Authority. I fully endorse her sentiments with respect to the care which should be exercised in recruiting personnel to this agency, particularly management person. I think we have to avoid the pitfall of treating this Authority as another employment agency. It is the worst thing which one can do to a statutory corporation. That brings me to the general point which I want to make about the interface between statutory corporations, Ministries and Departments of Government. There is a tendency not only in Barbados but worldwide for Ministries and Departments of Government to try to control the activities of statutory corporations. It is an exercise in folly because it defeats the very purpose for which statutory

corporations were established but particularly a statutory corporation like the proposed Barbados Tourism Authority. 3.00 p.m.

The hospitality industry, Mr. President, is so complex and changes so rapidly that it is an exercise in futility for any set of public servants within a Ministry or Department to believe that they can do justice to the activities of a tourism authority by holding a tight control on the personnel who constitute the management of that institution. My plea is that the Authority will be given the opportunity to carry out the mandate of a statutory corporation. I think it is very important. We can go through the motions of setting up these authorities, but at the end of the day we would not have progressed.

Senator Barker made the point this morning of which I disagree that this Bill was brought here because some people wanted things to do. I think the point which Senator Barker should have made is that this Bill is non-contentious. Precisely because Senator Barker admits that he is attempting to acquire schooling in adversarial politics, he has got to find a bone to pick. That is his difficulty and it is precisely because he is now in the very early stages of acquiring that schooling that he becomes confused. When he wishes to criticize, he compliments. For example, in trying to criticize Senator Dr. Clarke, he referred to his lacking in geography which is a compliment because 2 negatives end up with a positive. Senator Dr. Clarke smiled and nodded for the compliment.

Clause 14 speaks to resources and a simple point but I think it is an important observation I want to make about the use of resources which are made available to the Authority. Mr. President, I would hope that the Government would ensure that the financial resources which are made available to the Barbados Tourism Authority are primarily for promoting the hospitality industry. Quite sometime I became concerned about the way in which resources were used by the old Barbados Industrial Development Corporation. If you examine carefully the amount of funds which were used by the old Barbados Industrial Development Corporation, it was another Public Service Department and the bulk of the funds were on wages and wage related expenditure. It was just another recruiting agency in my view. Whenever an institution goes that way, it is time to fold it up and start afresh. My plea is that the Authority is about promoting the hospitality industry and let us ensure that the people who have to manage it make sure that the resources go into promotion.

On the point of promotion, I wish to make a small point, Mr. President. I believe in strategic planning. I do not believe that unless you have the skills as far

as planning is concerned that you should try to go and dabble in the planning process because it will end up as a very messy affair. If you have been appointed to a high executive position of authority, this does not mean that you have the capacity to design a marketing plan for the Tourism Authority. It does not mean that. I was somewhat amused when I heard Senator Barker speak about having a tourism presence in Rome and some other places. I make the point in connection with Clause 20 because it calls upon the Tourism Authority to present an annual plan. I was amused when Senator Barker made the comment because given the way in which communications are developed today that, when the tanks rolled into Tiananmen Square, we did not have to wait 2 or 3 days to know it. It was relayed to us instantaneously. News travel so quickly and communication is so rapid that you do not need a physical presence anywhere. You need to establish lines of communication and staying in touch using that communication system. Mr. President, I cannot support Senator Barker's notion of having a physical presence in Rome unless you want to go and have a blessing from the Pope.

Sir, on this matter of Clause 20 of the marketing plan which calls for an annual plan, I appreciate that a Bill is not likely to go into much detail. It sets out the broad parameters within which this Authority is going to function. Mr. President, I believe implied here is that the Authority would commission a body of experts to design a long-range plan and that long-range plan will be implemented in a series of annual plans with the relevant adjustments being made as the circumstances require. That is the understanding and I hope that I am correct on that. To talk about an annual plan in isolation from what is happening over time...it is nonsense.

The next point I want to make, Mr. President, under clauses has to do with Clause 24 – the application for licence. In Clause 24 (1), one will notice that it requires the applicant to seek the permission of a number of agencies – the Commissioner of Police, Minister of Health and so on. I believe it is time in Barbados that we tidy up our decision making process in relation to business.

3.10 p.m.

Barbados will only prosper if business is prospering. Government can only prosper if business is prospering. I made the observation in this address that the Government might wish to consider, and I am fairly sure the Government has thought about it, because I seem to recall this being in the Manifesto – that a decision-making body, an authorisation body which brings all of these agencies together would be much more desirable than asking the applicant to move around from one Ministry or one agency to another. It is a point and a principle which I have advocated for quite some time and I am not alone on it. The businessman prefers to deal with what I call a one-stop

shop, rather than having to go round in a circus. I think we have to learn it. The people in Hong Kong understand that. I have studied a business handout prepared by the Chamber of Commerce in Hong Kong and that is the way they operate and we can learn something from that.

Another observation has to do with a comment which Senator Barker made and I believe for the record I should comment on it. Senator Barker referred to a study which observes that in Barbados average hotel rates are high. With great respect for his mathematical competence – I have great regard for his mathematical competence – this comment cannot withstand the test of scrutiny, because it does not relate to any category of hotels. We have the luxury hotels in Barbados, the A Class hotels, the guest houses, the apartment hotels. The point I am making is, if you tell me that the average hotel rates are high, this does not relate to any category of hotel at all. It reminds me of a Greek mathematician – this is a story I learned in secondary school – who came to a village, was unfamiliar with it and since he wanted to reduce the amount of time he spent moving from one area of the village to another, he enquired how deep was the stream which was flowing between the two areas he wanted to have access to and was told it was about $3\frac{1}{2}$ feet deep. Since he was about 5 feet in height, he decided to walk through it and ended up drowning. In short I am saying, Mr. President, this comment about high average hotel rates in Barbados, if I saw this in a publication anywhere I would not repeat it, because I know it does not make sense. It does not relate to anything.

The last observation I want to make, Mr. President, is that I would wish that the activities of the Authority would assist the Ministry of Tourism in designing the type of policies which will result in the maximum percentage of the visitor dollar remaining within our economy. I am sure, with all the contributions I have heard around this Table, they have dealt in very specific ways as to how this can be achieved, because at the end of the day this is the objective of the Government.

Mr. President, I am much obliged to you.

SENATOR J. A. F. COLE: Mr. President, I will not be overly long, because I think we have heard some very useful contributions here today. I always look at tourism the way a lot of people look at the sugar industry. That is to say, everybody knows everything about it, but somehow it just does not work as it should. So I am going to add a few things and I hope I will not be repetitive.

I would like to think I am coming from a little different angle and perspective. Tourism is simply the business of welcoming people. Therefore you have to have people who have that mind set; you have to have people

in all segments of this business who have an affinity for other people. I am not sure you can learn that, Sir; it might be like Sir Gary Sobers. When he was born he was meant to be a batsman and that was all there is to it. Senator Alleyne made many useful remarks in this area – that we have to get the right people. Many people have said it – round pegs in square holes and what have you.

The industry is the industry that deserves nothing but the very best people, because this is the one industry in Barbados that has survived and prospered at a time when everything else was going the other way, and it is the only thing we have with us today that is going to see us through this depression we are in. Someone said it is by far the biggest earner of foreign exchange. I think it actually earns nearly twice as much as everything else put together. So if we talk about total quality management we have to have total quality people in this from top to bottom.

I think Senator Barker was worried and did not want to vote for it because the new Authority with its subsidiary, the Tourism Advisory Council, was no different from the Board of Tourism before. I have no problem with that at all, because I think this is just a case of a rose by any other name. I do not think that is important at all. What I see is that whatever it does it has to try to get everybody involved in tourism and to wake up that awareness and keep it going. Everybody is talking about it; everybody has to put their hands to the wheel. It is not a technical business; you do not have to go to computer school; you just have to be normal. If you have this affinity for people, it would be better for you to be more to the fore than to the back.

The functioning of the Authority: clause 4(h) which is to do with registration, grading and classifying of accommodation. That has been done before, but we have to be very careful and not have these classifications rigid. There are many cases where the 2-star property has out-performed the 5-star property. How can you explain that? You can explain it because the categorisation which the Board of Tourism or the Authority had was not a realistic one. You cannot have rigid categories for the large variety of properties and services we offer. In other words, I would think that whatever category is used, value for money is a star. I would like to think that with the percentage of repeat guests this place was a star. I would like to think, Sir, that the overall occupancy over the last 3 years was a star, because these things simply mean that this place is doing something right and it is going to end up right, being able to go to the bank in summer. These are basic things which we should not forget. We tend to get so involved upstairs that we neglect the foundation and the bottom flooring.

There are a few other things I would like to mention. I think we are losing sight of a lot of the facilities we have.

I was on Hastings Rocks the other day and the whole place is run down. That is a place on the south coast which has potential for being an attractive area. I remember years ago an old lady, Miss Nell Manning, who used to get some help from MTW, used to give of her time and all around here was an absolute garden. I look across the yard there and it is a shocking scene out there. This Parliament building is a fairy tale building. I have never seen anything like this anywhere I have been. It is like a little castle over there and we have a bunch of rubbish over there, piles of bricks.

Mr. PRESIDENT: The rubble is only there temporarily, Senator Cole.

SENATOR J. A. F. COLE: It has been temporary for the last 8 months.

Mr. PRESIDENT: But it still is only temporary.

SENATOR J. A. F. COLE: But I would like to think that when that has been moved we get someone with a touch who can put in some plants, and on days when the House or the Senate is not sitting, the doors will be opened – you can have your guards – and visitors to the island can come and see and enjoy these buildings.

Mr. PRESIDENT: That is in the cards, Senator Cole.

SENATOR J. A. F. COLE: I do not have a pack, Sir.

Mr. PRESIDENT: You may be dealt one some time. 3.20 p.m.

I am glad the Tourism Advisory Council will have the Chief Immigration Officer and the Commissioner of Police on it. I still hear that with 2 jumbo jets on the ground on Saturday afternoons there are 3 immigration officers trying to handle 500 to 600 people at the same time. That is still happening from time to time. I am glad to see on the Council the Chief Immigration Officer, the Commissioner of Police and the Environmental Officer. You know how I feel about crime and tourism.

Earlier on someone talked about eco-tourism. I would be careful before venturing into some of our Hackleton Cliff areas. Today is Wednesday. I will not talk too much about crime because I do not think I can say any more on that.

I see that the Chairman and the Deputy Chairman are appointed by the Minister. What I would like to think in this day and age – I know that Senator Barker just said that Government must control this and this – is that we are coming to a time where a little less control, as Senator Alleyne said, in certain areas may be a good thing. I would like to think that on this Advisory Council that the

Deputy Chairman could be appointed by those around the table. I do not know whether that would make a great difference, but to my mind that would send a message.

There are many areas we need to look at. I have no quarrel with the Bill itself. I plan to vote on it. I do not see it in itself as really solving any problems. The problems have to be solved by everybody who is involved in tourism in Barbados. The Board can only do a certain amount of overseas promotion but our promotion has to be done right here in Barbados. We have to be aware that in certain public areas things have been allowed to slide and I would like to think that we would try and arrest that slide.

By and large, Sir, I would go along with it and I would like to associate myself with those many useful comments that we heard today. With that, I will finish what I have to say.

SENATOR Mrs. M. WALCOTT: Mr. President, many of my thoughts have been uttered already but I would like to say that I do support the thrust towards promoting tourism with a Barbadian image. Visitors definitely like to take part in local festivals and events. In a place with such historical eminence as Barbados one expects there would be not only sites like the Signal Station at Gun Hill and other places but traditional ceremonies as well.

Recently we have had the Royal Barbados Police Force Band and the mounted police march through Bridgetown and perform in Trafalgar Square. This is very impressive and appropriate. It reminds us of similar ceremonies we see in London, Ottawa, Stockholm and other places in the world and it is at the same standard too. I really do not consider that erecting a make-shift platform at the other end of Broad Street known as the Lower Green and changing the parking arrangements and upsetting the traffic flow is an ideal situation either for the performers or the audience.

The setting is not attractive nor is it convenient to the shoppers or the tourists. The concept is good but I do feel the venue should be changed. One suggestion is that Pelican Village could be upgraded and the entertainment located there. You would be amazed to know the number of tourists who do not even leave the cruise ships. If they knew that within walking distance they could have an upgraded shopping area plus entertainment, I am sure that many of them would not stay on board ship but would come off. In fact, some of the agents put entertainment on board the ships for those who stay aboard.

There are other areas suggested. I think somebody suggested Queen's Park, but I would like to think we had a very nice decorated barge off the Independence Square where these performances could take place. This was done

before and it could be done again. Refreshments of a Barbadian nature as Senator Fraser mentioned, could be distributed and sold as well as literature about Barbados.

I mentioned how tourists like to join in local events. Another aspect of tourists joining in the Barbadian scene is in our new gymnasium and the proposed top class golf courses. These are going to be very elegant and high standard additions to our community. That gymnasium is a super structure and I, along with all Barbadians am very proud of it. The point I am making here is that these places are going to be like hotels. Are we going to be able to fill these areas – the golf courses and the gymnasiums – with Barbadian sportsmen? I am concerned that unless we have all-year round patronage from visitors how the centres will thrive.

As far as the marinas are concerned, they are definitely needed and I feel more confident that there will be a lot of Barbadian participation there. We know this because this is what happened when the ARC was here and there was not even a marina.

Admittedly, the crime situation and the harassment of tourists have been and still are of great concern and worry to all Barbadians. I agree action is necessary but in dealing with this there becomes a certain amount of separation from the tourists again. I am not saying it should not be but we must keep it in view so it is not a definite segregation. The situation is a delicate one. On the one hand, we want to spare the visitors from harassment and on the other hand I feel it is desirable that they get to know Barbadians and integrate with them. I know from a personal experience how much this means to the tourists. That was another point that Senator Fraser mentioned.

I see, as a bestseller arrangement, the Bajan himself. Barbados is lucky to have natural and developed attractions as well as great infrastructure that is envied by most if not all of our neighbours. I think that with this setting tourists will always come to Barbados because these are the things they need. The only other element that is necessary to ensure and maintain the standard of our tourism is the Bajan element – the personal input. It is hoped that this new Authority, with that in place, we can keep and promote the Barbadian image. This does not only comprise a view or a complex but the involvement of our people.
3.30 p.m.

Mr. President, I do support the Bill.

SENATOR J. G. BELLAMY: Mr. President, a lot has been said on this Bill. I will try not to be repetitive but I feel I have to make a few observations.

First and foremost I would like to state that I believe the most significant difference between this proposed

Barbados Tourism Authority Bill and the existing structure of the Barbados Tourist Board rests in the use of the word which is used in the naming of the Bill, "Authority". As I read through this proposed Bill, it appears to me as though this new body will be much more a regulatory body than the Barbados Tourist Board has ever been. In fact, the Bill contains provisions for fines for people who do not comply with the Regulations that will be enforced by this Authority. That situation never existed for the Tourist Board. This is where I see the major difference.

I am not opposed to this proposal except for the fact, and I must repeat what several Senators have said before me, that in order for this to be done properly it must be done by people who really know what they are doing. We can sometimes give power to people who abuse that power. The tourist industry at this point of our economic history is probably the one and only industry we can really rely on for anything significant in the immediate future. Hopefully we will be able to build and consolidate it which would allow us to move off in other directions and not be totally dependent on just one industry in the course of time. At this time, in my opinion, the tourist industry is too important to be played with. I think it is in fact too important to even play politics with. I think it should transcend that.

I listened very carefully to Senator Cole who, as we all know, is actively involved in the ownership of one of the most successful tourism resorts in Barbados. It is significant to me to learn the simplicity with which he puts across the very excellent suggestions. This is nothing difficult. We all know what needs to be done. We just have to make sure it is done.

I would hope that the references which have been made in the past and continue to be made about political interference we will be able to get away from that in recognition of the importance of this industry to this island we all love. We cannot afford to play with it in a game way, in a political way or any other way. We must all concentrate and pull together for the success of this industry.

The figures Senator Dr. Clarke read out in the opening remarks are well known to all of us who keep track of what is going on in this industry. I would hope that more and more Barbadians come to realise that we should all keep track of what is going on in the tourist industry with our constant concern for making it better. Nineteen hundred and eighty nine was our record year in this island in terms of the number of tourists who came here. I too, like Senator Dr. Clarke, would also like to see some correlation in respect of the revenue earned from tourism and not just in respect of the numbers of people who arrived. But I think what has happened since 1989 is sufficiently significant in the numbers alone that we can use that as an example because, as we all know, in 1990

there was over a 6% decline from 1989. In 1991 there was a further 8.8% decline and the most recent figures for 1992 which carry us up to the end of November – I have not seen those computed for the entire year yet – still indicate that cumulatively, we are still 2.2% below what was achieved in 1991 which gives us, in rough computation, a decline in the region of some 18% under 1989 to date. This is something we must be concerned about. Barbados is not exceptional. There is nothing peculiar that has happened to Barbados that has not happened or impacted on everywhere else.

What concerns me is a recent article I read. I am sorry I cannot quote from it because I do not remember exactly the name of it. It was in reference to a study which was recently conducted by some tourism experts on world tourism. That article indicated that the years of 1992 and 1993 are projected to be flat years in world tourism perhaps even with contractions taking place. It went on to project that the decade of the 1990s will probably only produce an overall increase of about 1.7%. If those figures are, in fact, true we are therefore facing a very flat world situation in tourism which will make the attempts by other competitors even more aggressive than they ever have been in the past to maintain and improve on their share of that market. If the cake is not getting any bigger and we are all trying to cut out a piece of it, it behoves us to make sure we become as expert as humanly possible at making sure we do the job we need to do in the right way.

In this regard I have to share the concerns expressed by others about square pegs in round holes. I must confess I am a little disturbed to learn that the intention is, as I understand it, all of the existing staff of the Tourist Board will simply be absorbed into this Authority. I am not personally convinced this is necessarily the right thing. Obviously, there are some very good people who are employed by the existing Tourist Board but I am not sure we should just absorb them all and move them across. I would have hoped we would take the opportunity of this new Authority to seriously ensure that those people who are going to be charged with the management and the day-to-day operation, not only management or Board members, but also those people who are going to be actively involved, are involved in a very serious way – I cannot stress that strongly enough – for the ultimate promotion. As far as I am concerned item 4 subsection (a) says it all. The rest of it is ancillary to that, in my opinion. That reads "To promote, assist and facilitate the efficient development of tourism." That is what this body is charged to do.

I am also interested to learn that, for example, from section 21 there are going to be certain controls applied to this new body. Section 21 (1) reads:

"The Authority shall, as soon as possible after the end of each year, and in any event, not later than five

months from the end of any year, submit to the Minister a report containing

- (a) An account of the performance of the activities and operations of the Authority and an analysis of the performance of the tourist industry during the preceding year,
- (b) An assessment of any marketing and advertising programme undertaken;
- (c) A statement of the Authority's audited accounts;
- (d) the tourism marketing plan prepared in accordance with section 20."

From the experiences I have both in the Senate and outside, I am pleased to learn that any Government organisation is going to be attempting to make sure they have completed all of these reports, audited accounts, *et cetera*, within five months from the end of the year. I would hope this can be adhered to because the only way we can then prepare properly – as in section 22 which refers to estimates for the future, and the submission not later than the 31st day of October of each year – those estimates for the upcoming year is if we have adequate, realistic information in respect of the year that has just gone before. If these things are adhered to, and the people who are involved are the right people, then I believe the establishment of this Authority will augur well for the future of our tourism in Barbados.

I would also take issue with some of what Senator Barker said. I am sorry he is not here in the Chamber because he appeared to me to be knocking the private sector very hard in its involvement in tourism. This, of course, I must take exception to. It is a matter of record, well known throughout Barbados, that for several years through the efforts of the private sector we established a body known as the Tourism Development Corporation from which funding has been contributed by the private sector corporations and expended by the TDC in serious efforts to help improve the marketing and promotional activities of Barbados' tourism.

3.40 p.m.

I believe this is the sort of thing we wish to encourage and not discourage. So I hope the days are gone when we can find that the Board members or the Board of such an organisation appear in the media to be at loggerheads with the Barbados Hotel Association. That sort of image is not good. For whatever reason it appears, whether it be considered to be political or whatever, that is not what we want. We want an attitude of working together for a common goal at the end. I hope we can see the end of those sorts of confrontations.

The other thing which I think has already been mentioned by Senator Alleyne, which I also wish to support, is that we do not wish the new Authority to produce more red tape than necessary. I like, and I have heard it in here before, his reminding us of the need for one-stop shops when it comes to setting up business.

I certainly would not wish to learn, in the course of time, as I am sure I would hear if it did happen, that prospective investors in the tourism industry in Barbados were put off because they discovered that in order to get going in Barbados they have so much red tape to go through and so much bureaucracy to get over that it is easier to set up their operation in another territory. That is the sort of thing that we have to get away from. If we can achieve that and we can also overcome, in an effort to fulfill the functions of 4(a) to promote, assist and facilitate the efficient development of tourism, we can overcome the difficulty that has most recently been highlighted by the present Minister of Tourism – and it has been mentioned before – that we have a lack of air seats coming into Barbados. We need to work on that and I hope that we do this in a very serious way and we do not have any Trump experiences or anything along those lines.

Also that we get going seriously and develop meaningful air linkages that will be lasting and bring people to Barbados. It is disturbing to pick up a daily newspaper as I did a day or two ago and to read in that newspaper – whether it is true or not I have no way of knowing – a report in there which seemed to indicate that BWIA is planning to discontinue its Stockholm to Barbados service at the end of May or during May this year. As far as I know, that is a service which flies almost full every time it comes into Barbados and the numbers of tourists that would be impacted on by that decision could be as many 16 000 to 20 000 a year. These are the things that this Authority must deal with and must be very serious about dealing with.

I do not know if Senator the Honourable Dr. Clarke in winding up can explain to me the intention of the working between the Board and the Advisory Council because the existing composition of the Barbados Tourist Board appears to me to be more along the lines of what is now proposed to be the Advisory Council and the new Board is a new administrative set up that is being proposed for this Authority. The Board is always the one that has the day to day responsibility for the operation and I sincerely hope that since the Council is the one that embodies such people as the Commissioner of Police and the Chief Immigration Officer and representatives of the other organisations, the Hotel Association, the Chamber of Commerce *et cetera*, that this Council is, in fact, going to meet in a meaningful way. Perhaps it could be pinned down to a meeting of at least once per month or whatever the need may be and not become one of those Councils

that we hear meets once every two years or something like that, or whenever somebody gets a whim to call it. I would hope that this is the sort of seriousness that is attached to this.

I can go on because this subject obviously is very dear to my heart. I believe both as a businessman and as a Barbadian that at present we almost have all of our eggs in this basket and we do not wish to drop the basket. We want to make sure that this basket is meaningful, wholesome and the eggs remain whole and we can build on that and we can hatch and grow. With those few words, Sir, I will support the Bill.

Mr. PRESIDENT: Senator Lewis.

SENATOR THE HON. L. V. H. LEWIS: Mr. President, I will begin on the note that the last Senator ended on. It is because of the urgency which the Prime Minister and the Cabinet attach to the Tourism sector and ensuring that it continues or proceeds on a more even keel that the legislation is being dealt with today. The urgency also stems from the fact that there are certain measures which to delay would probably hinder precisely what the last speaker is concerned about.

My understanding is that in the other place, yesterday, the Deputy Prime Minister addressed the concerns of the intended withdrawal of BWIA from the Stockholm/Barbados run and he set out in some detail the sort of schedule which had been undertaken or is being proceeded with to institute charters to replace the areas which BWIA or other carriers are unable to meet, coming out of Europe and coming out of the United Kingdom. So that the matter is regarded as one of extreme urgency and is therefore today being attended to.

Over and above that, this new Tourism Authority will provide exactly what his concerns were. It will provide for an Advisory Council which is much larger than the smaller Board. The smaller Board should function as an executive board, directly related to the day-to-day operations of the Tourism Authority.

Now I am not going to be winding up so I am not going into any detail. I believe Dr. Clarke will respond to that but there are 3 matters which I have to respond to. One was the comment and the concern about the control which the Authority will exercise over the hotel industry. It is necessary to place in the legislation certain things that in fact take place so that in the renumbered section 25 where there is provision for application for a licence, any person who desires to operate any tourist accommodation will not only apply in the prescribed form to the Authority but will also have to produce certain things that are already necessary, namely, the certificate from the Commissioner

of Police, the certificate from the Chief Fire Officer, proof of approval of the Minister of Health under Regulation 3 of the Health Services (Building) Regulations, proof that the Medical Officer of Health is satisfied under the Health Services (Hotel) Regulations and the Health Services (Building) Regulations are being complied with, as well as the Certificate of Inspection from the Chief Electrical Officer. All of these are presently required. They are scattered in different bits of legislation and it was decided to put them in here as a constant reminder of the necessary things to be done. So that if these are done and the application goes forward then the inspection of the premises may take place in order to ensure that hotels are adequately graded and this is something that has been of concern for many, many years. The former Director of Tourism was responsible for this grading of hotels and the intention is to carry it on in a regular fashion by an inspection team from the Board of the Tourism Authority.

I am forced to make a response because journalists and journalism in Barbados now reeks of sensationalism to the point that one would see a screaming headline on the back page of today's "Nation" about what it cost for Hall to go to Australia. When you read that you are misled in several ways. In the first instance the expense does not relate to Hall; it relates to 6 people.
3.50 p.m.

Secondly, the amount stated as the expenditure is incorrect and any responsible journalist before rushing to print something like that would have got the facts which were set out and stated in the House of Assembly yesterday. The amount stated in that headline represents the gross expenditure which was put out to go to Australia by 6 persons. It included the cost of airline tickets, hotel accommodations, receptions, per diems and other minor expenses. But (and the important thing is the but) on the converse side the receptions which took place in Melbourne, Sydney and Brisbane earned some \$U.S. 25 208.00 which has to be offset against the U.S.\$74 182.00 which that screaming headline said was the expenditure on Hall.

Sir, the fact of the matter is that the expenditure which the Board of Tourism, not the Government, had to meet in relation to a visit of a team of 6 persons to Australia amounted to U.S. \$48 974.00. How is this comprised? If we take the earnings from Melbourne, at Melbourne some 600 persons attended a reception and presentation and 231 of those persons paid U.S.\$7 912.00 approximately in order to attend. In Sydney, 800 persons attended a presentation and 348 of the persons paid U.S.\$11 919.00. The cost for that was U.S.\$12 419.00. You can see that in Sydney what they earned from people attending a'most broke even which was a differential of \$500.00. That was all that it cost, in fact, for the

reception in Sydney to take place. Then in Brisbane the cost of the reception was \$9 749.00 where 450 persons attended and 157 persons paid \$5 377.00. In fact, for the 6 persons who went to Australia and gave 62 interviews in the course of 2 weeks, hosted 3 receptions which were attended by 1 850 persons in Australia, one can compare that with a reception held in Barbados and see that, in fact, one has to be fair minded in making presentations of this nature.

The other matter, which I will not go into in detail because I understand that the Minister dealt with it elsewhere, is the fact that included in these promotions was daily television slots in Australia which were met not only by the Board of Tourism but by various firms in Australia along with American Airlines and Qantas Airlines which both were involved in assisting in the promotion. Another matter which I think that we need to respond to is Senator Barker's funny statement when he asserted that nothing was being done to assist the industry when just a few days ago the Minister of Finance in his statement when certain taxes were raised he indicated very clearly that there were certain items which were going to be made available duty free for the hotel refurbishment programme. There were some 94 items which were set out. Certainly, a person in public life must know these and should avoid the temptation to come into a place like the Senate and misuse it for purposes of propaganda to suggest that nothing is being done when something is, in fact, being done.

Mr. President, those are my remarks. I consider that it was absolutely necessary for me to make an intervention and I have done that being as brief as I was.

Mr. PRESIDENT: Senator Clarke.

SENATOR THE HON. Dr. C. D. CLARKE: Thank you, Mr. President. In winding up the debate on this Bill, I would like to draw some matters to the attention of this Honourable Chamber. The Minister of Tourism has indicated that he will now be pursuing a marketing thrust in non-traditional areas and he specified Australia and Japan. I believe that it was in last Saturday's SUN on the back page of the newspaper where there was a screaming headline which was offensive to any Japanese. The term used in that headline is a pejorative one and it is as offensive as any that we use towards other groups in other areas. I do believe that, if we are going to promote tourism and to get the maximum dollars spent, it then requires education in its broadest sense. So that what we might consider to be a cute term or a cute appellation for a national group might, indeed, be offensive to that group. The Americans have been using it and it came into vogue during World War II. It is highly offensive to any Japanese.

Senator Cole raised the question and I will get back to dealing with going to Australia. I just want to touch on the classification of hotels. I think this is being recommended and done more so to alert the would-be traveler as to what minimum standards he or she registers in the hotel so the person can know before leaving home what sort of value for the money being put out. I think that it is judged on things like tennis courts, availability of swimming pools, radios and television in rooms, cleanliness and that type of thing that you have.

On the question of Hackleton Cliff which is not owned by Government, we were hoping that we would have been able to open a nature trail in that area whilst events have played their part. Since the lands are not owned by Government, we must await the private owners agreement whether or not we can use the land to put up rails and what have you. I am raising this now because an article also appeared in the Press whereby I think Clyde Jones wrote and stated that rails should be installed at Hackleton Cliff. But Government just cannot go in and install fixtures on private property.

On the question of marketing in non-traditional areas such as Australia, much has been made and said about the timing of this tour to Australia. I do think at the outset that I should make it clear that even before now Australians have been coming to Barbados. In 1986, 378 Australians came. In 1987, 457 came and in 1988, 581 came. 4.00 p.m.

In 1989, 643. In 1990, 643 and in 1991, 944 came. So Australians are actually travelling to Barbados now. If we have forged the linkage between sports and tourism, what better time to go to Australia to promote tourism, especially sporting tourism, than at a time when the West Indian team is in Australia and all Australians are sensitised to the West Indies as a likely destination? Furthermore, if we indeed accept our people, our human resources, our most important national asset, who can gainsay the presence of Sir Garfield Sobers, Wes Hall (the Honourable Minister) and Mr. Gordon Greenidge, legends in their own right in the cricketing world, to promote Barbados in Australia?

Let us look at the market called Australia as a tourism importing country. Australia has been ranked third in the world as travellers. In the year 1991 they spent \$7.8 billion overseas in travel. This gives you some idea of the market you are going after and the quality of the sales persons you are using to promote this market for you, and the ability of the targeted audience to respond to the overtures of these sales people. It is my understanding that included in the efforts in Australia to date were 62 interviews on TV, radio and in the print media. If you try to find out what it would cost to have Barbados advertised in Australia on television you will discover the effective savings of exposure on

TV and on the radio for Barbados over time. Out of these efforts to date I understand that out of Melbourne 600 people will be coming to Barbados to attend Carnival events, from Sydney 758 and from Brisbane 441, a total of 1 799, which will nearly double the people who came here in 1991, based on the figures which have been supplied here. So do not let us be a penny wise and a pound foolish when we are talking about people going on trips.

I think there is some myopia existing in Barbados that every time officials go on a trip they seem to perceive it as a vacation or a jaunt. Once these figures materialise and the exposure which the company got, the benefits far outweigh any cost, even the maximum cost the Honourable Minister just refuted.

I think I will delay this Chamber just a little longer, because it is nice to talk about the concessions not being offered to the hotel industry. I interrupted and it was suggested at the time it was not a point of order. These are the concessions granted to the hotel industry – these are the product area 92 and I will read all 92 of them – by the Minister of Finance, so that you will not forget and you will not say you did not hear them. This is a list of items approved by the Minister of Finance and Economic Affairs for duty free concessions under the Hotel Refurbishment Programme:

1. Stoves, ovens, salamanders, grilles, steam kettles, microwave ovens, pastry ovens, convection ovens, pastry ovens, proofers, deep fat fryers, commercial refrigerators, commercial freezers, extractor fans, buffet counter (hot and cold), bain maries, dish washers, stainless steel landing tables, stainless steel work tables, dish washer racks, blenders, mixers, ice machines, kitchen tools, commercial pots,...

Mr. PRESIDENT: *Et cetera, et cetera.*

SENATOR THE HON. Dr. C. D. CLARKE: I am reading these into the record.

Mr. PRESIDENT: It is contrary to the rules of the House to add new material. You can only respond to what was raised in debate.

SENATOR THE HON. Dr. C. D. CLARKE: I should like, with your approval, Mr. President, to make this document a document of the Senate. I will abide by the ruling. I beg to move that this Bill be read a second time.

The question was put to the Senate and agreed to.

On the motion of SENATOR THE HON. Dr. C. D. CLARKE, Mr. PRESIDENT left the Chair and the Senate went into Committee on the Bill, SENATOR J. J. PAYNE in the Chair.

Mr. CHAIRMAN: The Senate is in Committee.

Clauses 1 to 10 were called and passed.

Clauses 11 to 20 were called and passed.
4.10 p.m.

Clauses 21 to 38 were called and passed.

The First, Second and Third Schedules were called and passed.

On separate motions of SENATOR THE HON. Dr. C. D. CLARKE, Mr. CHAIRMAN reported the passing of one Bill in Committee and Mr. PRESIDENT resumed the Chair and reported accordingly.

On separate motions of SENATOR THE HON. Dr. C. D. CLARKE the Bill was read a third time and passed.

ADJOURNMENT

SENATOR THE HON. L. V. H. LEWIS: Mr. President, I move that this sitting be now adjourned *sine die*.

The question was put and agreed to and Mr. PRESIDENT adjourned the Senate accordingly.
4.15 p.m.

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