

The surrounding economic environment for the co-operatives included another year of growth at a more moderate pace — Gross Domestic Product was up 6.4%, compared to 7.6% in 1985. Farm cash receipts rose 3%, but due to falling expenses, realized net farm income soared 27%, although many farmers continued in serious financial straits. Unemployment eased to 9.6% from 10.5%, personal disposable income rose 5.4% and the prime interest rate declined approximately three points from its early year peak of 13%.

Co-operative assets increased almost 8% on expanding volumes of lower priced grain inventories and continued expansion in the housing sector to a total of \$6,690 million.

Reporting co-operatives eased 2% with all regions, except the Atlantic, contributing. Membership edged up over the three million mark for the first time ever.

17.5 Tourism

Tourism — the business of attracting visitors and catering to their needs and expectations — is one of Canada's major economic sectors. It is an industry worth \$21 billion a year to the Canadian economy, constituting 4% of Canada's Gross National Product, and involves more than 60,000 businesses, most of them small and Canadian-owned. About 600,000 people are directly employed in the industry to look after the needs of visitors.

Foreign visitors spent about \$6.3 billion on tourism products and services in 1987, making the tourist industry Canada's third highest earner of foreign exchange.

Canada's tourism businesses include approximately 300,000 hotel and motel rooms, about 72,000 restaurants and food-service facilities, and about 3,100 travel agencies. It's also a kaleidoscope of facilities and attractions — festivals and special events, shopping and entertainment centres, museums, scenic parks, marinas and a coast-to-coast transportation system.

Although many government departments and agencies are involved to some extent in various aspects of tourism, the main federal co-ordinating and promoting agency — the focal point of these endeavours — is Tourism Canada, a branch of Industry, Science and Technology Canada (ISTC). Tourism Canada's objective is to encourage and support the economic growth, excellence and international competitiveness of the tourism industry in all parts of Canada.

Tourism Canada works closely with the provinces and territories and with the private sector. The federal government's national consultative

process on the future of tourism in Canada opened a dialogue with the Canadian tourism industry in 1985, which led to the institution of an industry symposium at the annual conference of tourism ministers in 1988. Major research projects have helped to target marketing ventures, and recent attention, of governments at every level, has been concerned with making the Canadian tourism product internationally competitive.

Tourism Canada carries out programs which concern the country as a whole, such as international advertising campaigns and joint promotional ventures that are designed to assist different sectors of the industry. Assistance at the local level is available through the regional offices of ISTC, located in every province and territory. Each office has tourism specialists who act as contact points for provincial and industry officials, providing information on tourism incentive and marketing programs, consultation on industry concerns and liaison with their counterparts in Ottawa. Outside Canada, the responsibility for delivering the tourism program rests with the federal Department of External Affairs. Working in co-operation with Tourism Canada, External Affairs operates from offices in more than 100 embassies and consulates throughout the world, of which 20 have a dedicated tourism program.

Dollar figures demonstrate the economic importance of the industry in Canada. Tourism revenues totalled \$20.7 billion in 1987, up from \$19.7 billion in 1986. Of the 1987 total, Canadian travellers contributed \$14.4 billion, US visitors, \$4.2 billion, and offshore visitors, \$2.1 billion. Total Canadian spending on travel was \$23.3 billion, including \$5.2 billion in the United States and \$3.7 billion offshore.

The number of world visitors who arrived in Canada in 1987 to spend one night or more totalled 15.0 million. Included were 12.7 million from the United States (up 21% from 1982), 446,400 from the United Kingdom, 240,000 from the Federal Republic of Germany, 253,000 from Japan, and 189,000 from France.

17.6 Consumer affairs legislation

Consumer and Corporate Affairs Canada administers federal legislation and policies affecting business, and demonstrates that a competitive marketplace can benefit consumers, business people and investors. The following bureaus share responsibility for achieving the department's marketplace objectives.

The consumer affairs bureau co-ordinates government activities in the field of consumer affairs