

STATEMENT BY THE MINISTER FOR COMMERCE AND INDUSTRY,
MR. J.M. JUMABHOY, ON GOVERNMENT POLICY IN
RESPECT OF TOURIST INDUSTRY, AT TODAY'S
MEETING OF THE LEGISLATIVE ASSEMBLY

Honourable Members will recall that at the last meeting of the Assembly I promised to make an announcement shortly on Government policy in respect of the tourist industry. I am now in a position to make this announcement.

In order that the industry receives expert attention Government has decided, as a first step, to recruit an expert in tourist promotion work from overseas and appoint him as Director of Tourism in the Ministry of Commerce and Industry. The choice of a suitable candidate would be made from countries where the tourist industry has been developed to a very high standard.

At the same time for the purpose of giving advice to Government it is proposed to appoint an Advisory Committee from persons in Singapore who have had experience of, and are connected with, the tourist industry, such as persons connected with shipping and air travel, hotels, travel agencies and shops catering for tourists. This Advisory Committee will not only give advice and guidance to the Director of Tourism on the setting up of tourist bureaus and information centres in Singapore and elsewhere, on providing and advertising attractions for tourists in Singapore and on all other steps necessary to attract tourists, but will also be entrusted with the special task of promoting the formation of and fostering the growth of a Local Travel Association consisting of those interested in and catering for the tourist trade.

It is envisaged that as soon as the industry is organised and a strong travel association formed, promotion of tourism would be taken over by a statutory board on which the Travel Association would be well represented.

For the purpose of development of tourism in the Colony, Government will seek approval for the provision of adequate funds, which for the first year are estimated to be of the order of \$300,000, as soon as the Director of Tourism has been appointed.

JUNE 19, 1957.

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