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Speech by Mr. Lim Guan Hoo, Political Secretary,  
Ministry of Communications at the Air Travel Club  
Annual Dance, 1972, on Tuesday 8th August 1972  
at 2030 hours, at Singapore Hilton.

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I am indeed very happy to be present here tonight to share your annual social evening with you.

The Air Travel Club, originally known as the Airline Staff Association, was formed as far back as 1963 with the object of promoting mutual understanding and co-operation amongst those who serve in the various airlines, travel agents and hotels in Singapore. By so doing, not only would you develop a spirit of team work which would ensure greater efficiency in your performance thereby contributing towards greater success in the various services but you would also propagate the tradition of goodwill which is so essential in your work.

In your respective services, you are charged with the responsibility to maintain the highest standards of service, be it in the transportation sector such as in civil aviation or in the hotel and other associated industries. A good image created by you in enhancing Singapore's importance as a focal point and useful centre for international air communications would be an asset to Singapore as a whole. Although it has been said many a time that one is not able to please each and every individual in the course of one's service, the philosophy implied behind the terminology "service" dictates that positive steps have to be taken, at all rates, to serve the interests of all who have recourse to such services. Among those who have the most need to your services are the foreign visitors to our country. As you all know, the number of tourists who visited Singapore in 1971 was over 632,000 which is equivalent to about one quarter of our population. The fact that 94.6% of these foreign visitors came by air speaks well of the importance of the role which each and everyone of the members of the Air Travel Club has to play.

An appreciable service by you would go a long, long way towards the promotion of tourism and other service industries and this will in turn help to strengthen our economic position. We, as an island Republic without any natural resources, are bound to develop our service industries to ensure that the worldwide recognition of Singapore as a communication centre is maintained. This is where you can play your part to create an oasis out of the desert of natural resources.

Greater success in this direction through your increased efforts and performance will no doubt add to the amount of joy and happiness which is already prevalent tonight in this annual dance of yours.

In conclusion, I wish you all success in your endeavours.