



Mr Sharbano

PRIVY COUNCIL OFFICE
WHITEHALL LONDON SW1A 2AT

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26 July 1985

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Dear Secretary of State

I attach a background note on 'Tourism and Leisure'. I hope you and other colleagues on the Economic and Social Group will be able to give it a wide circulation among your group of MPs so that they can make good use of it in presenting the Government's policies.

Yours Sincerely
R Lawrence

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WHITELAW
Approved by Lord Whitelaw
and signed in his absence

The Rt Hon Leon Brittan QC MP

TOURISM: "PLEASURE, LEISURE AND JOBS"

Tourism and the economy

1. The tourism and leisure industry already makes a very substantial contribution to the economy. Its annual turnover of more than £10 billion is comparable with the motor industry, and tourism-related industries employ some 1.2 million people. That represents one in twenty of the UK workforce and is more in total than the number employed in either banking, finance and insurance or engineering. The British Tourist Authority has forecast continuing growth in jobs in tourism at up to 50,000 a year.

2. The Government's aim is to create the climate in which tourism can continue to flourish, by removing unnecessary obstacles and promoting positive attitudes. The report recently published by the Minister without Portfolio "Pleasure, Leisure and Jobs" sets out action to remove obstacles on a wide range of fronts, and should lead to a better deal for business and visitors alike. It is part of the Government's wider strategy of removing obstacles to enterprise - set out in the recent White Paper on deregulation, "Lifting the Burden".

Attitudes

3. Attitudes are one of the keys to the success of tourism and leisure. For too long service has been equated with servile, and jobs in areas like tourism regarded as second best to 'real' jobs in manufacturing. "Pleasure, Leisure and Jobs" sets out the important contribution which tourism makes to the economy, and calls for better careers advice to ensure that young people are aware of the opportunities it offers. The Government is arranging for a review of provision for tourism in further and higher education.

Action points

4. The report sets out new measures which the Government and tourist boards are taking in 18 different areas to aid both business and visitors. Most will take effect in the 1986 tourist season:

E.G.: - encouragement to local authorities to assist tourism and leisure positively in their areas;

- a new voluntary system of Tourist Board classification for accommodation in Scotland and Wales (with hopes of agreement on a similar system for England in the near future);

- a Government review of ways to deal with coach-parking problems, both for the 1986 season and in the longer term;
- the easing of restrictions on sign-posting to tourist attractions on motorways and trunk roads, and new signs to indicate services in by-passed towns;
- consideration of new arrangements for treating museums' and galleries' revenue, providing greater incentives to extend opening hours;
- a new British Travel Centre in London which the BTA and British Rail hope to open for the 1986 season.

Co-ordination

5. The report also underlines the Government's commitment to effective co-ordination of policies on tourism and leisure. All Departmental policies which impinge on tourism and leisure are to be kept under regular review, and new arrangements are being introduced in England for Regional Directors of Departments with an interest in tourism to contribute to planning at regional level.