

the Social Action Commission and the PEI Committee, 10 Days for World Development

ate to them under unnatu-
ral circumstances. In the
absence of advertising we
ould gear tourism not to
the affluent but to people
with simple tastes who are
prone to respecting our
way of life. The affluent
end to put pressures on
for frills and it is this
kind of demand which has
forced the State of Maine
to discontinue tourist
promotion. We have also
noted in speaking with to-
urists that they are con-
cerned that tourist prom-
otion is ruining this
province.

National Park

The two dollar fee wh-
ch the Federal Department
of Parks is imposing on
P.E.I. will have negative
effects on our already fra-
gile environment. Tourists
who wish to avoid the fee
will overflow onto the qu-
eter more remote beaches
of the Province. Our lack
of effective land use pol-
icy gives easy access to
such beaches and the gove-
rnment has been exacerbat-
ing the problem by rebla-
zing old roads to many re-
mote beaches. This policy
of actively promoting to-
urist exploitation of ev-
ery nook and cranny of the
island (expressed in rec-
ent Department of Envir-
onment and Tourism adve-
rtising of places like
Christopher's Cross) is
deplorable.

It is ironic that our
Land Use Commission reco-
mmended the practice of
opening more beaches to
the automobile. It is ev-
en sadder that that same
group advocated an end to
the freeze on subdivisions
and thus endorsed a laiss-
ez-faire approach (on the
part of the Provincial
Government) to the prob-
lem of commercial exploi-
tation of our land for
tourist housing.

While passing out crit-
icism, we would note with
great favour the action
of the Government in fre-
ezing land use at Cable
Head-Greenwich and its wi-
llingness to buy up land
in this area to protect
one of our most beautiful
and fragile shores.

Down to Basics

Welcoming tourists do-
not give them the right
to buy our land. The lo-
cal tourism sees land
as recreation ground, as
playground. The logic of
farming sees land as soil
to be nourished and work-

ed. The two logics work
in different directions.
We have to decide which
one has priority and wh-
ich one comes second and
needs to be kept in a po-
sition where one is a
"handmaid" of the first.
Furthermore, it is diff-
icult to see that farm-
ing and fishing are sig-
nificant benefits of to-
urism. That is why we
ought to make sure that
we opt for agriculture and
other basic need meeting
first, and keep the meet-
ing of tourist needs as
secondary as possible. In
this respect we are diam-
etrically opposed to the
P.E.I. Tourist Associat-
ion's philosophy, expre-
ssed two years ago in th-
eir brief to the Royal
Commission on Land Use,
of advocating open sale
of all land to the high-
est bidder even though
they attempt to cover
their trails by promoting
zoning.

P.E.I. already has an
income re-distribution pr-
oblem; in fact our income
distribution is the second
most inequitable of any
province. This points to
a need to change our eco-
nomic structures. Our ec-
onomic priorities are wr-
ong. Many of the farmers
who are leaving agricul-
ture could remain if they
were given the necessary
support. A large portion
of assistance seems to be
going to the high income
farmers and to the Dept.
of Agriculture which al-
one consumes 30% of the
agricultural budget. While
we believe in a strong De-
partment of Agriculture
especially by comparison
to the Department of Tour-
ism, misplaced dollar in-
vestment in agriculture
results in good agricul-
tural land going out of
production. Government
expenditure should go in-
to the development of de-
mocratic marketing prac-
tices and income floors
for farmers, not into co-
ntinued subsidization of
profit-oriented processors.
Perhaps it is important to
point out that many farm-
ers have chosen to remain
in agriculture not because
they are seeking to live
at the level of the "good
life" but because they li-
ke farming.

The apparent attractive-
ness of now purchasing
shore property or in fact
any property in Prince Ed-
ward Island by non-resi-
dents is another by-product
of tourism. In an economy

which offers little or no
support to the average far-
mer and fisherman, the
lure of the dollar is extr-
emely difficult to resist.
A local farmer who has ex-
perienced seasons of good
crops but poor prices thro-
ugh lack of support and
lack of priority for agri-
culture on the part of de-
cision makers, is hard put
to refuse what seems to be
a generous offer for his
land.



Family Farm Vacations

Family farm vacations
appear to be a priority of
the Dept. of Tourism and
not of the people. In co-
nnection with this we que-
stion whether or not we
should be willing to set-
tle for economic conditions
that force farmers' famil-
ies to play landlady to
tourist families during the
busiest farming season?
If farm families want to
take in tourists, well and
good, but on their terms.
The practice of promoting
the retraining of farm
wives as hostesses and ca-
tering managers in their
own homes has a repugnant
ring to it. In a similar
way, if a fisherman wants
to take a visitor out fi-
shing, great, but should
we leave untouched the ec-
onomic conditions which
make the fisherman turn
that visit into a commerc-
ial transaction necessary
for his survival? Aren't
these developments in fact
danger signs?

Multi-Nationals

The much talked about
and much advertised exten-
sion of the tourist season
could open the way to the
entrance of multi-national
corporations in the tour-

ist industry of P.E.I.
It would be much healthier
for us to concentrate on
small business scattered
throughout the province,
locally owned and integra-
ted with the farming/fish-
ing, etc., community base
than to extend the tourist
season and risk the entra-
nce of multi-nationals.

As a world trend, multi-
national corporations are
taking over more and more
control from local comm-
unities and individuals.
They have already entered
the agricultural industry
in spite of our short gr-
owing season. Besides,
there are fifteen non-re-
sident owners of tourist
facilities which are eas-
ily identifiable in the
book of accomodations. The
Stevenson-Kellog report
recommends a 200 unit ho-
tel complex for Charlotte-
town, which appears to be
a Holiday Inn or similar
complex. It is our conten-
tion that we should cherish
having managed without
them so far and study and
learn how they grow and ta-
ke over institutions in
situations similar to ours,
as they have done with tou-
rism in the Caribbean.

Transportation

Any Islanders who has
to travel knows that trans-
portation to and from the
mainland is indeed a sens-
itive matter; much more
sensitive than authorities
seem willing to admit. The
commissioned study by the
Dept. of Tourism, Parks
and Conservation seems to
be geared towards pleasing
the visitors rather than
the local people. The Min-
ister of Tourism feels that
some of the recommendations
of the 53 page report sho-
uld be acted on immediately
if the ferry systems "are
to provide first and last
impressions of Prince Edwa-
rd Island that are consist-
ent with the quality of
visitor experience provided
by the P.E.I. travel indus-
try." Herein lies the pro-
blem. It is always the vi-
sitor who must be pleased
and at great expence.

Local people are conce-
rned about getting to and
from their destinations in
the quickest possible time.
The ferries do a pretty go-
od job apart from the rus-
hed tourist months. Gran-
ted, the food could be im-
proved and terminal rest-
aurants at Wood Islands
could be left open longer.
But maximum vehicle capa-
city is extremely important
to local people and recom-