

# An Island's Tourist Needs

## Visiting Expert's Views

BY A STAFF REPORTER

Mr. C. Holt, Managing Director of Thomas Cook & Son told your representative when asked for a progress report on his visit to Malta, that he has yet to meet the Hon. the Prime Minister and the Minister of Industrial Development and see some of the sites for projected hotels Mr. Holt's visit ends on November 15.

Mr. Holt, however, has stayed long enough to comment of some of the paramount needs of Malta in its campaign to attract more tourists.

The first important point he raised during an interview was that the present cabotage rates must be maintained. "It is tremendously important, in fact it is the first essential that these cabotage rates be maintained." If the price of air travel is increased he added, then the whole basis of the tourist market would be altered.

Mr. Holt kindly pointed out that there were two kinds of tourists. The first was the visitor with a lot of money to spend who would like a casino or Kursaal and the most luxurious accommodation. This type of tourist represents about 20 per cent of the entire tourist total.

The remaining 80 per cent is represented by the thousands who go for inclusive

tours — the ones who travel on a restricted budget and would like to know how much it was going to cost them before they opt for a holiday.

This type of tourist requires what is known by Cooks, as "a very good second

than £3 a day. Countries like Spain, Greece and Italy are in a position to offer such holidays.

Mr. Holt spoke of the way his company is promoting Malta. A large number of booking staff have been sent to Malta for a holiday with their wives and were thus able to see for themselves what Malta had to offer. He also spoke of the programme of package tours which Cooks are preparing for the Christmas period and next Spring.

Mr. Holt repeated the hope he made on his arrival, that given "good second class



Mr. Holt (right) with Mr. L. Degiorgio at the Hotel Phoenicia.

class hotel." This class of tourist does not require luxury. They will however need clean accommodation possibly with a shower or, maybe a bath.

The third of Mr. Holt's important points was a "really friendly welcome".

Another paramount need according to Mr. Holt, is more beach concessions. These must be places where a tourist can spend some hours in the best possible surroundings, have a meal and hire a boat.

Above all, Mr. Holt stated, a fortnight's holiday for one person should not cost much more than £50. Hotel expenses with full board and lodging should not cost more

hotels" and present-day air fares. Cooks will be able to double the number of tourists sent to Malta on inclusive tours in two years. In 1963 they sent 2,000 tourists against the 800 the previous year. They did not send more because there was not enough accommodation available for them.

In the course of his visit, Mr. Holt visited the Cooks Offices in Valetta and had discussions with Mr. Amato Gauci the Branch Manager. He also met Mr. L. Degiorgio, until recently Malta Branch Manager.



## TRADE UNIONS IN A CHANGING ECONOMY

The Confederation of Malta Trade Unions (Education Committee) is organizing a Week-End School today and tomorrow November 2 and 3 at the Education Department Centre, Marsaxlokk.

The Residential Week-End School will have as its subject-matter "The Role of Trade Unions in a Changing Economy". The members of the symposium will be Fr. S. Galea, S.J., Public Relations Secretary, Archbishop's Curia, Mr. S. Mizzi, Director, Department of Trade and Industry; Mr. N.S. Thomas, Joint Manager, Malta Dock, and Mr. C. Fee.

Chairmen of the respective lectures will be Mr. W.R. Zahra, General Secretary, Mr. A.M. Darmania, Vice-President; Mr. E.C. Tabone, Vice-President; and Mr. A.M. Callus, President.

Mr. A.M. Darmania, Mr. W.R. Zahra, Mr. G. Callus, Assistant General Secretary, and Mr. M. Vella Haber, Council Member, will be the Discussion Group Leaders. Mr. P.P. Grech, Education Officer, will act as School Secretary.

Today, a private bus leaves Castile Place at 3 p.m. The opening of the School by the School Secretary is timed

for 4.45 p.m. The first lecture will take place at 5 p.m. Mr. Fisher will lecture on the subject-matter. Question time will follow at 6 p.m.

At 8.30 p.m. there will be a meeting of Discussion Groups. Following a film shown at 10 p.m., the session will end at 11 p.m.

Tomorrow Professor Fr. D'Alto, will say Mass and deliver a sermon at 7.30 a.m. At 9 a.m. Mr. Focken will deliver a lecture on "Technical Education and the Demands of Industry" which will be followed by question time at 9.45 a.m. At 10.45 a.m. the groups will report on their subject of discussion.

Mr. Fee will deliver the third lecture on "The Effect of Industrial Relations on a Changing Economy" at 11 a.m. In the afternoon questions will be made to the symposium by participants. The summing-up of the School will be made by Mr. Callus at 5.45 p.m. followed by the closing address by the Hon. Minister of Labour and Social Welfare, Dr. A. Cachia-Zammit.

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