

Tourists Miss Oregon Spots

By Bob Robinson
Emerald Assistant News Editor

Millions of tourists every year miss out on some of the best attractions in the state of Oregon simply because they don't know how to get the most out of their vacations.

The expression "See Your Travel Agent" which appears on so many folders and other travel promotion material goes completely unnoticed by a majority of tourists. A much more enjoyable trip would be experienced by many of these people if they only knew what the term "Travel Agent" meant and just what services the agent provides.

In a recent edition the Seattle Post-Intelligencer printed an article by Mary Holiday which explains the function of a travel agent quite well. Although it is written about Washington agencies in particular, it can well be applied to the many agencies in Oregon as well.

The Post-Intelligencer has this to say about the travel agent:

Agent Has Many Functions

"The qualified agent has at his finger tips all the information necessary concerning travel anywhere in the world, by all means of transportation facilities, accommodations at hotels and resorts and sightseeing tours.

"He should also be able to assist the traveler in obtaining necessary travel documents, complying with immigrations, customs and health laws; and should be able to plan an itinerary to meet individual requirements.

"Services of the travel agent are almost always free to the traveler.

"In most cases, the agent receives his compensation directly from a transportation line, hotel, resort or sightseeing company. The agent acts as a sales office for all branches of the travel industry, and is paid a commission on sales.

Seldom Charge Travelers

"The traveler pays the regularly advertised price for his transportation or accommodations.

Only in the case of certain services for which the agents do not receive commissions is it necessary for the traveler to pay a service charge."

The article goes on to point out that the travel agent is a definite specialist, almost to the same degree as a dentist or a lawyer. It takes many years for an individual agent to get the necessary recognition from the associations that represent airlines, railroads, steamship lines, hotels and resorts.

In order to convince these groups of his capabilities it is imperative that the agent have a complete knowledge of travel to and from points all over the world. In addition he must be familiar with tourist attractions no matter how large or small they may be.

One Big Handicap

Once the agent has gained the good graces of the associations and companies above him, he takes over a job for which the primary function is that of suggesting routes and methods of transportation for travelers and selecting resorts and sightseeing tours. He also often takes care of making bookings.

The travel agent's most unfortunate handicap is that few travelers even realize that he exists and those that do know of him often don't know what services he has to offer.

Travel agencies, such as the local Eugene Travel Service, are among many such organizations in Oregon. They feel that they can make the difference between a well-planned trip and a journey crowded with uncertainties.

Broadcasters' Meeting Planned for Weekend

The first annual Oregon Broadcasting conference opened this morning with a general session and a panel discussion on "Freedom of Information."

The Broadcasters will hear a talk by University President O. Meredith Wilson at noon, and attend four more sessions this afternoon. The afternoon program will feature a talk by William A. Williams, assistant professor of history, on "The Background of Yalta."

Election of officers will take place at a 4 p.m. business session. Sessions will continue tonight and Saturday morning, and the conference will end with a Saturday noon luncheon.

Wilson Gives Opening Address to Conference

By Evelyn Olsen
Emerald Reporter

University of Oregon President, O. Meredith Wilson, raised one of the major topics of discussion at the 6th annual conference on higher education Thursday, with his opening address entitled "Faculty Growth in the Northwest."

Quoting statistics, Wilson said that "by the end of the next ten year period, there will be an increase of one million students calling for the services of 100,000 more teachers. Only 8000 persons were graduated with Ph.D.'s in the US in the year 1952-53."

Faculty Lack Told

Following this theme, Donald H. Morrison, dean of faculty at Dartmouth college and guest speaker at the conference, emphasized the lack of adequate teaching faculty. However, he outlined a program currently in use at Dartmouth college which he termed an "internship program." This program, Morrison believes, gives a greater chance for success to beginning teachers with less than one year's teaching experience, and adding what might have been unsuccessful numbers to the present and future teaching staffs.

He said that this program provides that the beginning teacher will not teach more than 6 hours. The beginner discusses his teaching procedures and problems with an experienced mentor who helps him adjust; he advances his teaching range by teaching students who are doing poorly for different reasons, and he attends seminars under a competent leader and becomes familiar with various teaching procedures.

Morrison concluded by saying that this program has proven very successful at Dartmouth.

Chancellor-elect Speaks

At the luncheon, also held in the SU, guest speaker was John R. Richards, chancellor-elect of the Oregon state system of higher education, who spoke on "Education in the Next Decade."

Richards mentioned many problems facing people in higher education. Among these, he emphasized the economic problems with which many administrators are faced in regard to financing educational facilities, shortage of

educators and retirement of older faculty, lack of volunteer research scientists and engineers, and women graduate's failure to follow careers after graduation.

Draft Discussed

He also discussed the problem which the draft creates when young men are taken away from advancement to higher academic levels, but stated that "I do not blame the military . . . I blame the administrators and educators who should be concerned with this problem."

He ended by saying that "individual administrators cannot solve this problem by themselves . . ." but they must develop and apply teamwork and "participation by everyone" in solving these problems.

In the afternoon following the second portion of Morrison's address, the group divided into three sections led by Rev. Michael J. Gavin, University of Portland; Morgan Odell, Lewis and Clark college, and Dean Robert D. Gregg, Willamette university.

Summaries Given

After another short break, the assembly again met as a whole and heard group discussion re-

ports and final summaries by Wilson, Morrison and Dean William Jones.

Wilson, perhaps, gave one of the best analyses when he said, "we face what appears to be an impossible task which deals with numbers," although he concluded with, "but the improbable is not impossible." Jones drove the point home even stronger by concluding, "we are going to staff our faculties in the future."

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