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## Future Issue

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FUTURE ISSUE

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ABSTRACT

This article raises a sample question about a future issue. These types of issues will influence the development of the profession. Professionals need to be able to identify these types of influences.

FUTURE ISSUE

The Travel and Tourism industry is already a major force in this nation's economy and social patterns. Politically, it influences everything from national energy policy to local zoning ordinances. It is responsibly projected to become the world's leading industry in the 21st century.

The Media in this country exercise one of the strongest forces in our daily lives. They inform and entertain us. They also influence our decisions to extents which even they do not fully comprehend.

The Media are an establishment unto themselves. However, their unique relationship to the Travel and Tourism industry makes them an integral part of that institution as well. Each of these major powers would appear to have little understanding of the importance, the capabilities and limitations, and needs of the other. A relationship which would seem so obviously a mutually beneficial symbiosis often takes on the form of mutual disregard, and at times is even antagonistic.

Better understanding and cooperation do not mean removal of criticism when it is deserved. It does mean removal of criticism and hardships imposed by each on the other through mutual ignorance.

Sample questions for discussion might include:

-Was the Media fair to the World's Fair in '82?

-Will the '84 Fair fare any better?

-Can the TV weatherman make it rain on your parade?

-Did the local news think your news release was "no news?"

-Was your cruise group booking sunk by the local anchorman?

-Did placing the announcement of the National Tourism Policy Act on the obit page have some buried significance?

-Can you get "PM Magazine" to cover your next event, even if it is held in the morning?