

# what's up at A&M

## Wednesday

**MOVIE:** "My Fair Lady," the classic starring Audrey Hepburn and Rex Harrison, will be shown at 8:45 p.m. in the Grove Theater. (G).

**RHIZOBIUM CONFERENCE:** This conference for nitrogen-fixation scientists, focuses on research with plants that depend on atmospheric nitrogen fixation. The conference, which began Monday is hosted by the Agricultural Experiment Station and Soil and Crop Sciences Department and will continue through Thursday in the Rudder Center.

**ENGLISH CONFERENCE:** There will be a conference of the Association of Departments of English, one of three planned across the nation this summer. The conference, to be held through Saturday in the Rudder Center.

## Thursday

**MOVIE:** "Wizards," an animated cartoon movie will be shown at 8:45 p.m. in the Grove Theater. (PG).

**KANM STUDENT RADIO:** There will be an organizational meeting for anyone who wants to be a DJ or staff member of the new KANM radio at 7:30 p.m. in "B" Lounge between Moore and Crocker Halls.

**DEADLINE:** Thursday is the last day for dropping a course with no penalty.

**ENTERTAINMENT:** Mike Williams, from Austin, will play at Grins at 8:30 p.m. Admission is \$2 at the door.

## Friday

**CALENDAR:** Any person, group or organization who would like to have something printed in the what's up column should fill out a form provided in Room 216, Reed McDonald. The name, date and purpose of the event should be included.

**MOVIE:** "Silver Streak," starring Richard Pryor, will be shown at 8:45 p.m. in the Grove Theater. (PG).

**MIDNIGHT MOVIE:** "Young Frankenstein," starring Gene Wilder and Marty Feldman, will be shown in the Grove Theater. (PG).

## Saturday

**MOVIE:** "Dr. Zhivago," starring Omar Sharif and Julie Christie, will be shown at 8:45 p.m. in the Grove Theater. (PG).

# British image of Texas studied

A Texas A&M University researcher is analyzing the image of Texas in Britain as the Texas tourism industry prepares to convince the British and European market to see Texas first.

The opening of direct air routes from the United Kingdom has made Texas a "gateway state" for the first time and the flights could easily benefit the already \$6 million tourism industry here, says a Texas A&M travel expert.

"Britain is a vital new market for Texas," Dr. John Crompton said. The new accessibility of direct air routes from the United Kingdom which began only 18 months ago, a plummeting U.S. dollar making foreign currency worth more, and an energy crisis here in the States which is likely to inhibit traveling in the U.S. are all combining to cause the Texas tourism industry to focus attention upon the potential of the European market.

"There is an aura about Texas in the minds of Europeans that is stronger than many other states," Crompton said. "It is a vivid image."

Also, he said, for the first time Texas can afford to compete on price. "It's only moderately more expensive for someone in London to vacation in Texas than it would be for them to vacation for instance in Greece or Italy," the Texas A&M researcher said.

The new Texas routes opened in September 1977 with British Caledonian Airline beginning London-to-Houston service. Then in April 1978 Braniff initiated direct Dallas/Forth Worth-to-London-New York service.

Each of these new air routes has

proved very profitable for the airlines, says Crompton, and it seems likely that other carriers will seek the Texas-to-United Kingdom route in the future.

In anticipation of this new tourism prospect, Texas travel officials are gearing up for the British market first. A media effort in Britain to promote tourism in Texas is set to begin in 1980. To prepare Crompton is laying the research groundwork for the campaign by identifying which image attributes of Texas should be stressed in the media campaign to market Texas most effectively.

This summer the researcher will spend six weeks interviewing groups of people in four parts of the United Kingdom to establish what image of Texas could be most profitable.

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United Kingdom to establish what image of Texas could be most profitable.

The research project is sponsored by the Texas Agricultural Experiment Station and the United States Travel Service.

"We have to realize that because of the energy crisis there is going to

be less long distance car travel to Texas," Crompton said. "That means the air travel people become that much more important."

"They will spend more money than someone who is just driving through the state," he said. "The air travel people will help pick up the slack in the tourism industry."

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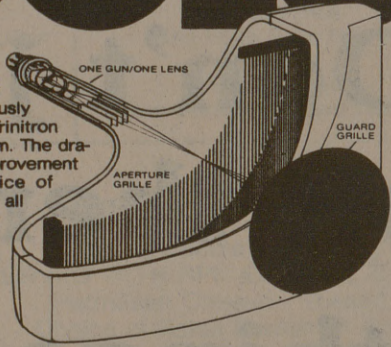
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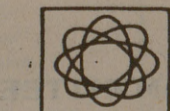
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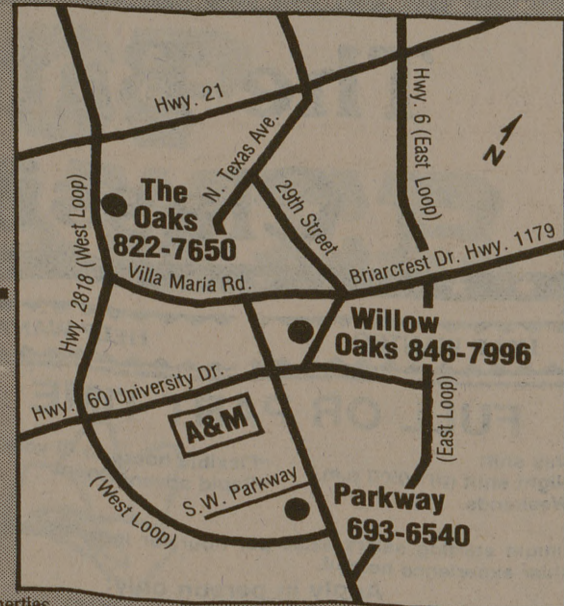
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