

Latin makes comeback in U.S. schools

DALLAS (AP) — Latin, a language long belittled as a dusty relic of bygone empires, is making a lively comeback in the state's high schools, educators said.

"People are realizing it does make a difference on SAT scores and it does help incredibly on English," said Patti Rawlins, Latin teacher in suburban Richardson's school district. "At one time, I would have said I had the brightest students only. But now I can't say that."

Kathryn Sharp, 18, said she enrolled in a Latin course while planning to become a lawyer. Now she is reading Julius Caesar's "Gallic Wars," and is considering becoming a Latin teacher.

"Everything else comes from it," she told the *Dallas Times Herald*. "And it's got a lot of mythology, kind of like a soap opera. All that trashy stuff."

Interest in Latin flagged in the 1960s and 1970s, when many high schools and colleges put less emphasis on foreign language study, said Robert LaBouve, director of language curriculum development for the Texas Education Agency.

Last year, 16,027 Texas students signed up to study Latin — 1,000 more students than studied German, and more than double the number of students who took Latin seven years ago.

Edward Phinney, president of the American Classical League and co-sponsor of the National Latin Exam, said the resurgence of Latin reflects an increase by parents and students in education basics.

Some 67,000 students will take the voluntary test this year, compared with 16,497 students in 1979.



Photo by Natalie Vande Vuss

Where's The Fire?

Firefighters from all over the country attended a 3-day seminar last week at the Brayton Fireman Training Field, an affiliate of the Texas A&M University System. This firefighter steps down from the top of a tower that provided him with a good vantage point for supervising a training session.

University System. This firefighter steps down from the top of a tower that provided him with a good vantage point for supervising a training session.

A&M prof: State's variety draws crowds

Tourism now big industry for Texas

By Sheryl Taylor
Reporter

When many people think of Texas, the first thing that comes to mind is the oil and agriculture industry. But today, tourism is the second-largest industry; it surpassed agriculture about two years ago.

"It's really interesting that Texas hasn't moved aggressively forward in the direction of tourism, because tourism has not been seen in Texas as a political and economic alternative," says Dr. Daniel Fesenmaier, associate professor of the recreation and parks department.

But in Dallas, tourist industry officials proposed raising the city hotel room tax from 9 percent to 11 percent to pay for city promotion and improvements of the Dallas Convention Center and Reunion Arena.

Fesenmaier believes that an increase in hotel room taxes would take money from the same industry that it would help.

"Texas has a fantastic variety and a lot to offer to tourism and they should follow Dallas' suit, but only up to the point to where the tax revenues spent on tourism are no longer generating new revenue," he says.

The Dallas proposal, which has not been approved by the Texas

Legislature, supposedly will generate \$5.2 million a year for the city.

"It's a good idea," Fesenmaier says, "because studies around the country suggest that the returns on advertising tourism can be quite substantial — as much as 3-to-1, 4-to-1 or even 12-to-1."

"There are two strategies to better the development of tourism in the state: attract people here and keep the state's residents here."

— Dr. Daniel Fesenmaier, associate professor in the recreation and parks department

"Studies have shown that advertising in newspapers can generate tourism more than 300-to-1."

Although Texas has cut its tourism advertising budget from \$939,000 to \$44,000, Fesenmaier says advertising is an important factor in the tourism industry that will aid in generating new jobs and new revenue.

"For every \$1 billion that comes to Texas in tourism, an estimated 23,000 new jobs will be created," Fesenmaier says.

Fesenmaier also says other Texas

cities should follow Dallas' lead and increase their hotel room taxes to raise money for the promotion of tourism.

"I think that the state as a whole hasn't recognized the importance of tourism and travel to its economy," he says. "Traditionally, Texans

not manufacturing industries.

"We haven't developed an infrastructure to exploit all the resources that are available for tourism in Texas," Fesenmaier says.

The Texas Tourism and Department Agency is restricted by state law from trying, through advertising, to keep people from going elsewhere in the United States.

"If a person stays a day longer in a city, it could literally transmit into hundreds and millions of dollars," he says. "There are two strategies to better the development of tourism in the state: attract people here and keep the state's residents here."

Fesenmaier also is active in the Texas Tourism Recreation Information Program (TTRIP), a joint effort between the recreation and parks department and the Texas Agriculture Extension Service, which is devoted to understanding people's motivations, behavior and reasons for travel.

"The research we do is basically theoretical research on how people make decisions on where they travel," Fesenmaier says. "We do the applied work that we call 'meeting the needs of the tourism industry.'"

TTRIP also offers seminars to help businesses within the industry develop a greater expertise in tourism, he says.

know that much of the state's economy is based upon the petrochemical industry and the long-standing industry of Texas — agriculture.

"Also, the United States as a whole has not recognized the economic significance of tourism to its economy."

The reason Texas' tourism industry surpassed its agriculture industry, Fesenmaier says, is because of changes in the American economy, product demand and population.

Most industries today, he says, are characterized by service industries,

Robbers of Dallas restaurant left patrons' humor intact

DALLAS (AP) — A \$200,000 heist from diners at one of the city's fanciest eating spots probably was the latest, and most exclusive, strike by a ring of restaurant robbers, police said Monday.

Patrons at Chez Gerard, a chic French restaurant, were relatively untroubled by the Saturday night heist, applauding the arrival of police and the announcement that their dinners were on the house.

Customers were able to see the humorous side of the theft, which police estimate is one of the city's biggest restaurant robberies.

"Everybody was just sitting there, having dinner, and all of a sudden they were real poor," said Ladelle Ross, who lost more than \$10,000 in jewelry.

No arrests had been made Monday, but the heist was believed to be the latest in a string of similar robberies since the beginning of the year, said Sgt. Mia Sullivan of the Dallas Police Department's robbery unit.

Sullivan said police don't know how big the ring is and so far have had difficulty tracking

them because their targets are unpredictable. Thieves have struck at moderate restaurants and bars in nine previous incidents.

"That (prestige of the restaurant) doesn't seem to be a criteria," Sullivan said. "This one is probably the most exquisite. But they've hit some others that were less expensive. It appears to be very difficult to predict."

In the Chez Gerard heist, customers handed over cash and jewelry to two men armed with pistols and wearing ski masks.

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