



MEDIA RELEASE

NOVEMBER 26, 2009

NEW DIRECTION IN REGIONAL TOURISM INITIATIVES

The recent launch of the South-East Asian Tourism Organisation (SEATO) has meant that there will be a broader approach to developing tourism initiatives in the region.

“We have decided to focus on a broader range of tourism options into the future,” Mr Robert Johnston, Secretariat Director of SEATO said.

Some of the themes that the organisation is developing will include:

- Longhouse tourism.
- Farm and Village homestay in rural areas.
- The elephant experience.
- Marine and maritime tourism.
- Developing community leadership.
- Alternative energy options.
- Tourism watch and monitor programs.
- Environmental impacts of coastal tourism development.
- Environmental Impacts agritourism development.
- Best practice in tourism growth for rural and remote areas.
- Indigenous tourism growth.
- Developing pricing strategies.
- Income share programs.
- Volunteer vacations.
- Sherpa and tour guide development.
- Training issues in regional areas.
- Controlling both directions of the cultural tourism experience.
- Controlling sustainable growth.
- Endangered wildlife management.
- Equity in tourism growth.
- Community based management.
- Local knowledge growth and management
- Effective recycling.

Each of these themes is relevant to the growth and development of tourism product in all the host nations in the region and SEATO is working with both Government and Non-Government agencies to ensure the organisations Volunteer Consultants and its organisational knowledge base reflect the latest trends and research.

For further information contact Mr Robert Johnston, SEATO Secretariat Director on Robert.johnston@seato.org