

New Tourism Office Serves Southeast Asia

Tourism Canada is moving into the lucrative Southeast Asian market this September with the appointment of a tourism specialist to the Commission for Canada in Hong Kong.

Arthur Fraser, Manager of Overseas Market Development, has been named First Secretary (Commercial) for a three year term, with responsibility for developing and implementing a five year strategic plan to augment the growing interest in Canada among travellers in Southeast Asia.

Fraser's appointment follows a successful three-week promotional tour during which Tourism Canada officials, together with representatives from Canada West, CP Air, Air Canada, Pacific Western Airlines and Cathay Pacific Airways, travelled throughout Southeast Asia in support in the new Hong Kong/Vancouver air link recently introduced by Cathay Pacific.

Gordon Roston, Director General of Marketing for Tourism Canada, said the promotion was a "tremendous success", reaching hundreds of key travel influencers and trade representatives in Hong Kong, Singapore, Malaysia, Thailand, Indonesia and the Philippines.

"We're definitely going to see a good deal more travel business for Canada

from this part of the world," Roston said. "The turnout and enthusiasm at our educational seminars was most encouraging".

Roston told each gathering of the plans Canada has to help them drum up business, urging industry officials to "take advantage of the support we are providing".

That support includes co-operative marketing campaigns, sponsoring familiarization tours of Canada for Southeast Asian-based travel writers and travel trade officials, providing industry with consumer information and other promotional tools, as well as working closely with major private sector partners interested in developing more business for Canada from Southeast Asia.

The region now represents Canada's fifth largest source of overseas tourist arrivals. With some 88,000 visitors entering Canada in 1982, the Hong Kong market, which provides Canada with about 46 per cent of total Southeast Asian visits, is also Canada's ninth largest source of overseas tourism income.

Though Canadian governments have spent little promoting travel from Southeast Asia, growth in visitors to Canada has continued at record levels in recent years. The number of Hong Kong visitors to Canada has risen 74 per cent since 1977,

while growth in markets such as Singapore, Indonesia, Malaysia and the Philippines has exceeded 100 per cent during that period.

The introduction of twice weekly flights of Cathay Pacific will mean upwards of 30,000 additional visitors to Canada each year, pumping an estimated \$15 million into the Canadian economy.

"We have a solid base on which to build," said Fraser, pointing to the half-million Canadian residents who claim an Asian birthplace as an indication of the lucrative business possible in attracting friends and relatives.

Though there will be some promotional activity in Hong Kong and Southeast Asia this year, Fraser said he will spend the first few months gathering market intelligence on the region.

"We know a little about the Southeast Asian travel market, but we also have a lot to learn, the travel distribution system, culture and how their values are reflected in their travel expectations," he said.

Fraser, 33, joined Tourism Canada in 1973 and has served in New York, Tokyo and Vancouver before returning to Ottawa in 1981.

Canada's Outstanding New Maps of the World's Oceans

New Canadian maps of the world's oceans will provide an authoritative source of reference for maritime countries seeking to establish offshore boundaries as well as limits to regulate the development of petroleum and other submarine resources.

They will also serve as important references for United Nations arbitrators in analyzing and adjudicating Law of the Sea disputes.

The Canadian government took on the task of compiling and producing the fifth edition of the General Bathymetric Chart of the Oceans which is the new atlas of the oceans of the world.

During 1982, the Canadian Hydrographic Service (CHS), a branch of the federal Department of Fisheries and Oceans, published the eighteenth and final sheets of GEBCO. The series of charts is the culmination of eight years' work by CHS and hydrographers and oceanographers throughout the world. CHS produced it for the International Hydrographic Oceanographic Commission of the United Nations Educational, Scientific and Cultural Organization.

The Canadian maps are regarded as outstanding examples of the art and science of cartography. While the guidelines for the fifth edition of GEBCO stated that the main objective was 'accuracy, not elegance', the new charts



Director-General, Canadian Hydrographic Service, Stephen MacPhee (left) and geographer in charge of the GEBCO project David Monahan discuss the new fifth edition.

are both accurate and elegant. Sixteen of them, covering most of the world, are on a scale of 1:10,000,000 — one centimetre representing 100 kilometres on the earth's surface.

When in 1974, nations contributing to GEBCO (some 90 maritime countries) agreed that a new edition of the charts was essential, Canada volunteered to produce the first four. The CHS cartographers performed their work so well that they were asked to produce the

following 14 to complete the series.

For the next ten to 15 years, or until the next edition is published, the Canadian-produced charts will be the principal guide for the establishment of off-shore boundaries. Geophysical and marine scientists as well as those in other disciplines, will find the authoritative graphic representation of trenches, ridges, seamounts and continental shelves of the sea floor of inestimable value in their studies.