

SUSTAINABLE  
TOURISM



CRC

# Investing in Research: The Sustainable Tourism CRC

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# Overview

- About the ST CRC
- Snapshot of products
- Parks Evaluation Kit update

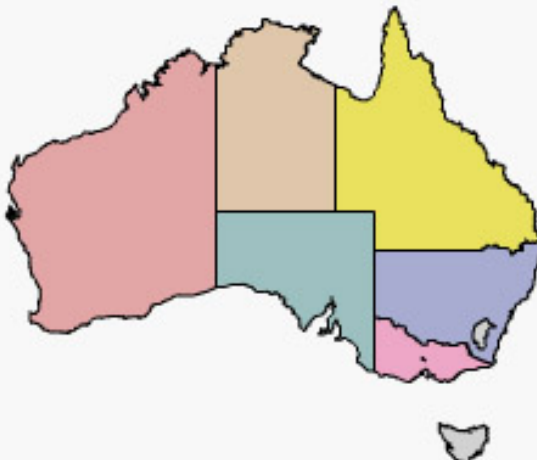


# Australia's Knowledge Portal for Tourism

**Region Selector**

Select your regions of interest below. A region can be the whole of Australia, a State, or Tourism Regions with-in a State. These areas represent tourism regions - the most widely used regions for the publication of tourism data and information. [Click here to find out more.](#)

**Tourism Regions**



- National**
  - Australia
- States/Territories**
  - New South Wales
  - Victoria
  - Queensland
  - South Australia
  - Western Australia
  - Tasmania
  - Northern Territory
  - Australian Capital Territory

Select All





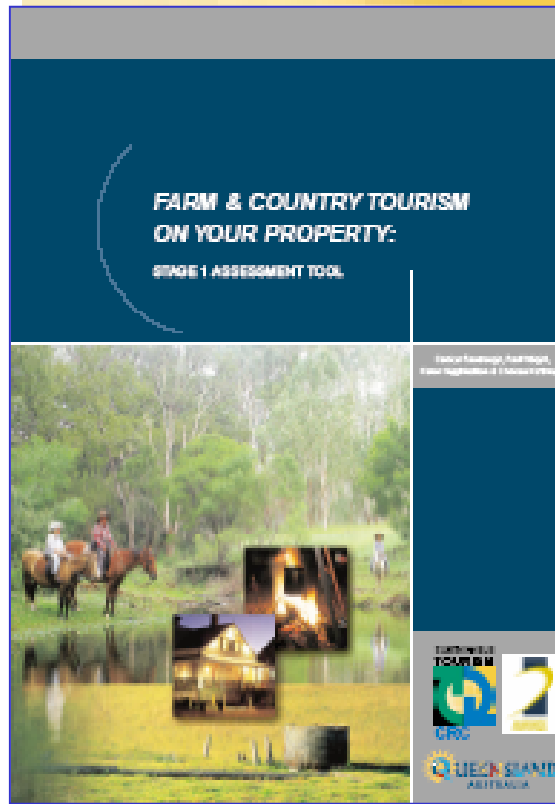
# Renovating 3 & 4 Star Motels in Regional Australia

- Costed ideas to refurbish your motel
- Self-help guide book





# Farm & Country Tourism Assessment Kit



- Aimed at landholders in regional Australia considering the development of a tourism venture on their property.
- Developed by STCRC, Agforce and Tourism Qld



# Visitor Information Centre Kit (VICkit)

- Identify VIC's role in increasing length of stay & activities undertaken by tourists.
- Enables VICs to monitor their performance
- Delivers valuable information to assist VICs in developing future strategies.



# Parks Evaluation Kit

- Assess the economic value of tourism attributable to national parks [NPs] in Western Australia
- Develop a methodology that can be applied in other natural areas used for tourism
- Develop a tool-kit that can be applied by natural area managers to monitor tourism value



# Method

- Desktop research to identify methods to assess the economic evaluation of tourism to natural areas
- Analysis of survey data collected at two sites in Western Australia, between 1997 and 2003, to assess key variables in direct tourist spend;
- Development, assessments and modification of a survey instrument that addresses the key variables of tourism spend.



# Data Collection

- Duration of stay
- Origin
- Mode of transport
- Group size
- Accommodation type
- Reasons for visit/activities – attribution question
- Information sources
- Substitution question – choice compared with another place
- Activities
- Accommodation type
- Intention to visit again
- Expenditure in the region and in WA
- Household income
- Age
- Gender
- Visitor satisfaction



# Key Variables

Key variables that relate to tourism direct spend are:

- origin
- accommodation type
- activities
- household income
- age



## Table 1: Correlation of key variables

Variable	Correlation with visitor expenditure			
	Southern Region	Forests	Gascoyne Region	Coast
Visitor place of origin	-	-	significant	-
Visitor accommodation	significant	-	significant	-
Visitor activities	-	-	significant	-
Visitor household income	significant	-	-	-
Visitor age	-	-	significant	-



# Findings

- **Five key variables can be used to successfully collect direct spend data;**
- **Sample sizes can be small provided they are representative of the key variables.**
- **Best results are achieved when surveys are completed face to face followed by mail back surveys**
- **Surveys that rely on accommodation providers achieve inconsistent results;**
- **Data can be analysed simply and without the use of computers at a local level for reporting purposes**



# Findings

## Daily visitor spend:

- decreases with the increasing age of visitors;
- decreases with ascending place of origin category (1=international, 2=interstate, 3=intrastate);
- decreases with ascending activity category (1=paid with whale sharks, 2=paid without whale sharks, 3=unpaid); and
- increases with ascending accommodation category (1-campsite, 2=caravan park, 3=backpackers, 4=hotel/motel/chalet).
- increases slightly with increasing household income

# Overview of Toolkit



## Establish Context

- assessing impact of what?
- for whom?
- for what region?
- scope of the evaluation

## Decide on Level of Assessment

- expert judgment
- survey snapshot
- primary data

## Design Survey Instrument: Basic Information

- visitor place of origin
- visitor accommodation type
- visitor activities
- visitor household income
- visitor age

# Overview of Toolkit

## Design Survey Instrument: Additional Information

- visitor travel behaviour
- visitor motivation
- visitor information sources
- visitor satisfaction
- elements for wider scope of evaluation

## Manage Survey Activity

- validating survey instrument
- survey administration
- data processing

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## Estimating direct tourist spend

- **Attribution factor** is the percentage of visitor expenditure that could be attributed to the study area
- **Substitution factor** occurs when the opportunity to visit study area generates visitor expenditure that would not otherwise have not occurred.

# Summary

- A number of tools now available to assess and improve tourism performance in Australia...
- And more in the pipeline
- Parks evaluation toolkit can provide estimates of the value of natural areas for tourism
- Can be used to underpin sustainable tourism levels of funding and resourcing

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