

LOCAL DATA COLLECTIONS

a national audit of regional and local tourism associations



PARTICIPANTS

The project is led by Dean Carson, Head of the Centre for Regional Tourism Research at Southern Cross University.

Co-investigators are:

- Associate Professor Pascal Tremblay, School of Tourism at Charles Darwin University, and
- Gary Crilley, Director of the Centre for Environmental and Recreation Management at the University of South Australia.

RESEARCH OBJECTIVES

The project aims to identify the current methods used by local and regional tourism associations to collect data about the state of the tourism industries and visitor experiences in their jurisdictions. Existing collections will be used as case studies to assist other agencies to more efficiently collect, manage, and analyse data. These case studies will form part of a kit local agencies can use to develop credible, high quality data collections. A catalogue of current data collection methodologies and instruments will also start the process of establishing national standards for these types of collections.

OUTPUTS

The research will produce:

- A resource kit for local level data management aimed at regional and local tourism associations;
- A catalogue of local level data collections for inclusion in *Decipher*; and
- A draft set of national standards for collecting key data about industry performance.

PROJECT PLAN

1. January – May, 2004: Develop catalogue template and kit outline
2. June – September, 2004: Survey regional and local tourism associations
3. October – December, 2004: Develop kit and draft standards.

Contact:

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