

LOCAL GOVERNMENT tourism management approaches



WHAT RESEARCH WILL BE DONE?

The research proposes that there are many influences on how local governments in Australia manage tourism. These influences may include:

- Institutional arrangements (legislation, regulation, policy, strategy etc.);
- History of interactions between local government, community, and industry;
- Broad social, political and environmental considerations; including
- The political importance of tourism;
- The human and financial resources available;
- The extent to which government, community, and industry objectives intersect;
- The structure and maturity of the industry; and
- Methods for accounting for tourism related expenditure.

The research will include a substantial review of international, national, State, regional and local legislation, regulations, policies, and approaches and will identify elements of good tourism management practice. It will include six case studies (two each in: Queensland; New South Wales; and Western Australia) which investigate the influences described above. Other influences may also emerge through the research.

WHY IS IT IMPORTANT?

Local government has become increasingly concerned with fostering opportunities for economic and community development. Tourism has been seen as one area of economic activity which may particularly benefit from intervention from local government. While local government is required to participate in regards to land use planning and infrastructure management, many Councils engage more actively in tourism through: convening or funding Local Tourism Associations; becoming members of Regional Tourism Organisations; operating Visitor Information Centres; sponsoring or directly managing events; and implementing industry assistance programs. Governance of these initiatives may be through a dedicated tourism unit, or through some other local government department. While attempting to manage their involvement in tourism, local government must be aware of the statutory parameters within which they may act, as well as participating in, and responding to the variety of local, tourism, and economic development plans and strategies which may apply. This research will assist local government in making decisions about what type of tourism management structures might be best suited to their circumstances, as well as to increase awareness of the statutory and non-statutory environments.

Contact:

Dr Dianne Dredge
School of Environmental Planning
Griffith University
Nathan Qld 4111
Tel: (07) 3875 7495
Fax: (07) 3875 7495

In partnership with

centre for
REGIONAL TOURISM
research

Southern Cross University. NSW



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WHO IS DOING THE RESEARCH?

The research has been commissioned by the Sustainable Tourism Cooperative Research Centre and is being lead by Dr Dianne Dredge at Griffith University in Queensland. The research team also includes Dr Jim Macbeth from Murdoch University in Western Australia and Dean Carson from the Centre for Regional Tourism Research at Southern Cross University in New South Wales.

WHAT WILL BE PRODUCED?

A handbook for local government (particularly general managers and economic development managers) will be produced as a result of the research. The handbook will describe the range of tourism related activities that local government may engage in, and the structures and considerations which may direct this engagement. Information from the six case studies will illustrate how various local governments have gone about the process of making decisions regarding tourism management, and allow users to compare their own circumstances to those of the case study subjects. The handbook will present options and alternatives for tourism management strategies, and outline the circumstances under which preferred alternatives may be selected.

In addition to the handbook, the case study methodology will be made available to local government across Australia. The methodology will enable local government to record their own experiences with tourism management, and to compare them to the published case studies.

HOW CAN I BE INVOLVED?

The research includes a reference group drawn from local government organisations in Queensland, New South Wales, and Western Australia. This group will monitor the progress of the research, advise on case studies, and review the handbook and methodology. The reference group has been selected, however you may wish to register your interest with the research team, and we will ensure you receive information about the progress of the research, and notification of publications. Likewise, the research team is interested in hearing about potential case studies. While only six case studies will be undertaken in 2004, you may register interest in accessing the case study methodology to conduct your own review of tourism management practices. The central point of contact for this project is:

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School of Environmental Planning
Griffith University
Nathan Qld 4111
Tel: (07) 3875 7495
Fax: (07) 3875 7495