

REGIONAL TOURISM ROADSHOW

issues and strategies for growing regional tourism

centre for
REGIONAL TOURISM
research

WHY DO THE RESEARCH?

The Centre for Regional Tourism Research was created in the late 1990s as a partnership between the Sustainable Tourism Cooperative Research Centre and Southern Cross University. At the time, little was known about the attitudes of regional tourism stakeholders in terms of the issues they felt were influencing the potential to grow regional tourism, despite the fact that more than 70% of domestic, and 40% of international visitor nights were spent outside the capital cities. As part of its mission to understand and respond to these issues, the Centre for Regional Tourism Research felt it was important to engage directly with stakeholders.

WHAT WAS DONE?

The Centre for Regional Tourism Research visited ten different regional locations across Australia to consult with public and private sector stakeholders through facilitated workshops. The workshops focussed on the experiences of stakeholders in regional tourism development, perceived barriers to regional tourism growth, and opportunities which were seen to exist for improving regional tourism management approaches. The workshops also examined the key issue of access to research and statistics, and the opportunities for increasing the knowledge and competencies of regional tourism businesses and managers.

WHAT WERE THE RESULTS?

Nine issues were identified as particularly important for the future growth of regional tourism:

1. local and regional economic modelling;
2. business planning;
3. improved market research;
4. infrastructure, transport, and information technology;
5. training and accreditation;
6. destination development;
7. local and regional data collection
8. communication, extension and technology transfer; and
9. product development.

HOW CAN THE RESULTS BE USED?

The Centre for Regional Tourism Research research agenda has been developed based on these priority areas. The Centre now consults regularly with the Australian Regional Tourism Network to update its research agenda and to maintain a commitment to consultation in designing its activities.

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