

# VISITOR FLOWS

development of a national model for Australia



## **PARTICIPANTS**

The project is led by Dr Richard Cheng-Lung Wu from the Department of Aviation at the University of New South Wales.

Co-investigators are:

- Dean Carson, Head of the Centre for Regional Tourism Research at Southern Cross University.

## **RESEARCH OBJECTIVES**

The objective of this project is to develop a model for analysing and visualising existing and future scenarios of tourist movements and dispersion in Australia. A Tourism Geographic Information System (TGIS) will be developed by integrating modelling and visualisation tools to analyse tourist flows and dispersion patterns. By understanding demand for tourism in Australia and the complex interdependencies between tourist dispersion and location development, the tourism industry will benefit in developing appropriate tourism products as well as managing the sustainability of Australian tourism. State-level tourism organisations will benefit by understanding tourist demand for Australian tourism. Meanwhile, local tourism industries will benefit by visualising the dispersion of tourist flows and its impact on location development in regional Australia.

## **OUTPUTS**

The research will produce:

- A Tourism-GIS application showing visitor movements between 1998 and 2003;
- A set of maps detailing tourist flows and dispersion patterns;
- A technical report including a brief instruction manual to setting up TGIS for potential users; and
- A guide to using TGIS and applying the outcomes.

## **PROJECT PLAN**

1. January – May, 2004: Identify data sources and develop specifications for T-GIS
2. June – September, 2004: Construct T-GIS
3. October – December, 2004: Write technical report and guide to use.

Contact:

**Dr. Richard Cheng-Lung Wu**  
Department of Aviation  
University of New South Wales  
Sydney, NSW 2052  
Ph. 02 9385 4191  
[C.L.Wu@unsw.edu.au](mailto:C.L.Wu@unsw.edu.au)

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centre for  
**REGIONAL TOURISM**  
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