

TOURISM & TRANSPORT

understanding the relationship



PARTICIPANTS

The project is led by Professor Bruce Prideaux from James Cook University in Cairns.

Co-investigators are:

- Dean Carson, Head of the Centre for Regional Tourism Research at Southern Cross University
- Professor Rodger Robertson and Dr Richard Cheng-Lung Wu from the Department of Aviation at the University of New South Wales; and
- Professor Larry Dwyer at the University of New South Wales.

RESEARCH OBJECTIVES

This project will identify the current level of transport capacity to support tourism in regional areas, identify the potential for regional centres to develop as tourism gateways and identify opportunities to expand existing gateways. The regional tourism transport framework that will be developed will show the characteristics of markets such as demographics, expenditure, trip patterns and specific market sectors. The framework will also identify key determinants to build transport capacity based on expectations of transport providers (public and private) and international best practice. To develop the framework the project team will collect a comprehensive data set based on surveys, BTR data, census etc combined with GIS to identify current gateways as well as the modal mix used by tourists. Emphasis will be given to aviation and road as the two main modes but rail and sea will also be evaluated. Without quality research of the type proposed in this application, regional and local planning as well as investment decisions will continue to be ill-informed.

OUTPUTS

Outputs will include a “State of the Nation” report documenting the relationship between transport and tourism development, and a framework for assessing the feasibility of tourism transport initiatives.

PROJECT PLAN

1. January – May, 2004: Data assessment and collation
2. June – September, 2004: Write State of Nation Report
3. October – December, 2004: Develop specifications for transport initiative assessment.

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In partnership with:
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