

About Tourism

INFOSHEET

Tourism is defined as the activities of persons travelling to and staying outside their usual environment for not more than one consecutive year for leisure, business or another purpose not related to the exercise of an activity remunerated from within the place visited. The usual environment of a person consists of a certain area around their place of residence plus all other places they frequently visit.

The use of this broad concept makes it possible to identify tourism between countries as well as tourism within a country. 'Tourism' refers to all activities of visitors, including both 'tourists (overnight visitors)' and 'same-day visitors'.

A broad definition of a **tourist** is a person travelling to and staying outside their usual place of residence at least overnight but less than a year. Tourist activities do not include anything involved in earning a living – business visitors are tourists outside their business activities. Most tourists are travelling on holidays.

For the purposes of tourism statistics and consistency visitors should be classified as:

International visitors

- tourists (overnight visitors), i.e., visitors stay at least one night
- same-day visitors.

Domestic visitors

- tourists (overnight visitors), i.e., visitors stay at least one night at a destination at least 40 kilometres from their place of residence (Australian definition of a domestic visitor). The National Visitor Survey (NVS) statistics are based on this definition.
- same-day visitors, i.e., those who travel for a round trip of at least 50 kilometres, are away from home for at least four hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work, school and home (Bureau of Tourism Research).

Benefits of tourism

Tourism provides:

- economic growth and diversification
- employment opportunities and diversification
- improved facilities for residents
- preservation of the environment, culture and heritage
- residential development
- improved transport services, educational opportunities, a broader social outlook.

In Australia in 2006-2007, tourism accounted for \$39 billion of gross domestic product (GDP).

Most people don't realise that this was more than the GDP of many other traditionally high-rating sectors such as communication services, agriculture, forestry and fishing.

Expenditure by international visitors totalled \$11.35 billion in 2004 (excluding package expenditure).

Tourism activities employed 482,800 people Australia-wide (National Tourism Satellite Account 2006-2007).

In Queensland, domestic and international tourism contributed approximately \$8.1 billion to the Queensland economy and earned \$3.7 billion in exports revenue, second only to coal (Sustainable Tourism Cooperative Research Centre, 2003-2004 and Tourism Research Australia, International Visitors Survey, 2007).

In the year ending December 2007, Queensland attracted more than 18 million overnight domestic visitors and 2.2 million international visitors. Total expenditure by visitors to Queensland (including domestic airfares and long distance costs and package expenditure) amounted to \$19.1 billion. Expenditure by domestic overnight visitors totalled \$12.2 billion, international visitors \$3.7 billion and day visitors \$3.2 billion.

Tourism can strengthen local economies (especially in rural areas) by making them less reliant on traditional industries subject to commodity price fluctuations such as agriculture or mining.

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REFERENCES

Benefits of tourism

- Tourism Queensland Research Department
- Tourism Research Australia
- Sustainable Tourism Cooperative Research Centre (STCRC) and Queensland Tourism Satellite Account
- Australian Bureau of Statistics – National Tourism Satellite Account
- International Visitors Survey

Tourism spending injects new dollars into the local economy. If a substantial portion of each new dollar is spent on locally-produced goods and services, the income is retained in the community and is re-spent, creating a multiplier effect. Tourism creates opportunities to establish new products, facilities and services, and expand existing businesses which would not otherwise be sustainable. The multiplier effect encourages self sufficiency by capitalising local infrastructure, even in small communities. Expanded infrastructure, services and facilities benefit residents as well as tourists.

Tourism creates many job opportunities – especially for young people, enabling them to stay in their local communities.

Tourism enables local population growth by providing employment, residential and retirement opportunities. Many tourists to an area convert to become residents there.

The environment, cultural heritage and indigenous culture of an area are more likely to be preserved if they are understood and interpreted as valuable tourism assets.

Tourism stimulates improved local and regional transport services, expanded educational opportunities (through the introduction of adult education and specialised training courses) and interaction with other people and cultures, bringing in new ideas and broadening the community’s social outlook.

Tourism industry sectors

Although tourism’s contribution to the economy is on a par with big-business industries such as mining, most tourism businesses are small or medium-sized enterprises. Eighty per cent of tourism workers are employed in the small business sector.

Small businesses provide a range of services to visitors, often on a 24-hour-a-day basis and always seven days a week. Tourism is often a seasonal business and careful planning is required to survive.

Tourism is a people-based industry because so many of its outputs are service oriented. It is for this reason that one of the keys to the success of a visitor destination in the future will be the provision of quality service to visitors equal to international best practice.

The tourism industry is complex and diverse, involving many different forms of commerce. Several related industry sectors work together to contribute to the overall experience of the visitor. Together, these industry sectors form the network that delivers the complete package.

Accommodation	Attractions	Distribution
Bed and breakfast Caravan parks Camping grounds Farm stay Holiday units Hostels Hotels Motels Resorts Crewed and chartered boats	Art galleries Cultural centre Events Heritage Indigenous Museums Natural areas Theme parks	Inbound agents Retail travel agents Tour desks Tourist offices Visitor information centres Wholesalers
Food and drink	Retail services	Planners and coordinators
Bars Cafes Restaurants Taverns	Art and craft stores Boutiques Souvenir stores	Conferences Conventions Exhibitions Meetings
Tour operators	Tourism support organisations	Transportation
Day cruises Day tours Special interest tours Tour guides Extended tours and cruises	Commonwealth government agencies Industry associations Local government agencies Local tourist organisations Regional tourist organisations State government agencies State tourism offices	Airlines Car rentals Coaches Trains Vessels and boats

Tourism organisations and their roles

Together a range of organisations assist the tourism industry to access research information, promote and market tourism products, foster business development, provide industry education and training and ensure the industry's concerns are addressed by governments at all levels. Some are government-operated, others are wholly or partly government-funded and many are industry-based.

Tourism organisations and their spheres of activity

Sphere	Organisation
National	<p>Department of Resources, Energy and Tourism</p> <ul style="list-style-type: none"> • Tourism Division – develops and implements Federal government policy and programs.
	<p>Tourism Australia - combines the functions of:</p> <ul style="list-style-type: none"> • Australian Tourist Commission • See Australia Ltd • Tourism Research Australia • Tourism Forecasting Council <p>Tourism Australia engages in international and domestic marketing, tourism events coordination, tourism research and tourism forecasts.</p>
	<p>Cooperative Research Centre for Sustainable Tourism.</p>
State	<p>Department of Tourism, Regional Development and Industry</p> <ul style="list-style-type: none"> • Coordinates implementation of Queensland Tourism Strategy and develop and implement State Government policy and programs.
	<p>Tourism Queensland – a statutory authority responsible for marketing Queensland internationally and domestically, advising industry and government, destination development (research, policy and industry development) and product development and distribution.</p>
Regional	<p>Regional tourism organisations – responsible for tourism marketing, leadership and development and the coordination of industry, local government and community destination marketing.</p>
Local	<p>Local governments – provide tourism infrastructure and facilities, facilitate and support tourism development and promotion.</p>
	<p>Local tourist organisations – roles include enhancing visitor experience, marketing, liaison with community, local government and regional tourist organisations.</p>
Across national, State, regional and local	<p>National, State, regional, local and sector-specific associations – responsible for lobbying government to include their concerns, industry leadership, industry education and training, professional advice, raising industry standards, industry promotion and realising network opportunities.</p>

REFERENCES

Tourism Organisations

- Queensland Tourism Industry Directory www.tq.com.au/qtid

Stakeholders

Interstate, intrastate, and international visitors spend money on a variety of things such as tours, souvenirs, transport, accommodation and food and beverages. The tourism industry pays for such things like advertising, licences and insurance, internet and e-commerce and wages and salaries. The community receives benefits from tourism in many ways through bakers, carpenters, cinemas, medical services, sporting events and restaurants. These are just a few examples of how tourism benefits the local and regional economy.

Stakeholders can be grouped into the following categories:

- government
- educational and vocational
- networks and associations
- community.

Within the categories, stakeholders are listed alphabetically.

Government

Stakeholder	Role and responsibilities
Arts Queensland www.arts.qld.gov.au	Develops and implements cultural policy and administers cultural funding and capital works programs that support arts and cultural development.
Austrade www.austrade.gov.au	Helps Australian companies enter international markets.
Commonwealth Department of Education, Employment and Workplace Relations www.deewr.gov.au	Active in implementing strategies for employment growth, improving productivity, aiming towards a fair and flexible labour market. The Department of Education, Employment and Workplace Relations (DEEWR) was created on 3 December 2007, bringing together elements of the former Departments of Education, Science and Training, Employment and Workplace Relations and the Youth and Early Childhood functions from the Department of Family, Housing, Community Services and Indigenous Affairs.
Qld Department of Primary Industries and Fisheries www.dpi.qld.gov.au	Publishes briefs covering social, technology, environmental, economic and political trends. Rural development officers deliver advice and services.
Liquor Licensing Division in Queensland Treasury www.liquor.qld.gov.au	Administers responsible implementation of the Liquor and Wine Industry Acts.
Local Government Association of Queensland www.lgaq.asn.au	Involved with initiating, facilitating and supporting tourism.
Multicultural Affairs Queensland www.multicultural.qld.gov.au	Advice on cross-cultural and linguistic awareness, skills and service issues. Funds multicultural festivals and events. Publishes a Queensland register of not-for-profit ethnic community organizations. Liaison officers are available in all regional offices.
Queensland Department of Aboriginal and Torres Strait Islander Policy www.indigenous.qld.gov.au	Aims to improve the cultural, economic, physical and social well-being of Aboriginal and Torres Strait Islander Queenslanders.
Queensland Department of Education, Training and the Arts www.trainandemploy.qld.gov.au	Focused on achieving the creation of more and better jobs and providing people with the opportunity to increase their skills. Regional planning officers at North Queensland, Central Queensland, South-West Queensland, Wide Bay-Sunshine Coast, Brisbane North and Brisbane South-Gold Coast.
Queensland Department of Employment and Industrial Relations www.deir.qld.gov.au	Provides services to support a fair and equitable industrial relations system, safe work environments and improved personal and public electrical safety.
Queensland Department of Local Government, Sport and Recreation www.dlgpsr.qld.gov.au	Facilitates regional and strategic planning activities to support economic development and efficient infrastructure delivery.
Queensland Office of Gaming Regulation (Queensland Treasury) www.qogr.qld.gov.au	Publishes a guide to implementing the Responsible Gambling Code of Practice.

Educational and vocational

Stakeholder	Role and responsibilities
National Industry Skills Council in Department of Education, Employment and Workplace Relations www.deewr.gov.au	Advice, information and identification of current and future skill needs and training requirements. Development, implementation and improvement of quality nationally recognised training products and services, including Training Packages.
New Apprenticeship Centres www.australianapprenticeships.gov.au	Information and services for employers and people interested in becoming a New Apprentice. Nationally-recognised training programs combine work and accredited training.
Private training providers www.acpet.edu.au	Vocational education. They must be registered to ensure they offer recognised qualifications.
Registered training organisations www.ntis.gov.au	Provides access to current and emerging training market information and products in vocational education and training. TAFE institutions, private providers, recognition of prior learning and assessment agencies, group training companies, skills centres, learning centres, industry organisations and workplaces.
Secondary schools www.trainingandemploy.qld.gov.au	School-based apprenticeships and traineeships for paid employees at the same time studying for school qualifications. This training can occur at work, school or with a supervising registered training organisation like a TAFE institute or private college
South Coast Industry Schools Coordinating Organisation www.scisco.org.au	An industry led non-profit organisation that coordinates workplace learning across nine industries for Gold Coast students. Offers work placements, a school-based apprenticeship program and assistance into employment. Helps students make transition to further education, training and work, and improves career opportunities.
TAFE Queensland www.tafe.qld.gov.au	Provider of vocational education and training. Operates regional institutes and conducts traditional college-based, on-line, distance learning and workplace-based programs.
QTIC Skills Link www.qtic.com.au/skillslink	The Industry Training Advisory Body for the tourism and hospitality industry. Links employers and the vocational education and training system.
Universities	Universities provide higher education (rather than vocational education and training) for diplomas and degree courses.

Networks and associations

Stakeholder	Role and responsibilities
Australian Institute of Management www.aim.com.au	Facilitates management and leadership excellence. Australia's largest private provider of management training and consultancy services.
Cooperative Research Centre for Sustainable Tourism www.crctourism.com.au	A federal government program to strengthen collaborative links between industry, research organisations, educational institutions and government agencies. Offers a postgraduate education program and professional development workshops.
Ecotourism Association of Australia www.ecotourism.org.au	Manages the Eco Guide Certification Program for Ecotour Guides, which complements and supports the Nature and Ecotourism Certification Program.
Environmental Engineering Society ees.ieaust.org.au	Open to professionals including scientists, engineers, lawyers, town planners, business and community representatives, and local and state government officers.
Institute of Management Consultants www.imc.org.au	Networking opportunities and learning opportunities.
Institute of Public Administration www.ipaa.org.au	Information exchange in public administration, research, publications, professional development, forums, events and other networking opportunities.
Local tourism organisations www.tq.com.au/qtid	Visitor information services and product development. Work in close cooperation with regional tourist organisation, on behalf of operators and the community.
Regional tourism organisations www.tq.com.au/qtid	Active in marketing their destinations. Provide advice and practical help with promotion and distribution. Expert assistance on the application of the brand across a wide range of media. Give local tourist operators a political voice by lobbying government on behalf of the region's industry.
Savannah Guides www.savannah-guides.com.au	Network of professional tour guides with a collective in-depth knowledge of the natural and cultural assets of the tropical savannahs of northern Australia.
Tourism Industry Associations www.tq.com.au/qtid	Most tourism industry associations provide education and training, e.g., Australian Federation of Travel Agents, Commerce Qld, Qld Hotels Association

Community

Stakeholder	Role and responsibilities
Area consultative committees www.acc.gov.au	Non-profit, community-based organisations. In partnership with the Department of Transport and Regional Services. Identify opportunities, priorities and development strategies for their regions.
Community associations and community members	Many different groups and individuals have an interest in and influence the economic development of a region.
Learning Network Queensland www.LNQ.net.au	Aims to expand educational opportunities in regional, rural and remote locations through a state-wide network of Open Learning Centres.
Lifelong Learning Council of Queensland www.LLCQ.org	Peak body for the promotion of lifelong learning opportunities with a focus on supporting adult and community education in Queensland.
Volunteering Queensland www.volunteeringqueensland.org.au	Services, products and approaches to meet the needs of the voluntary sector. Provides education, facilitation and consultation focusing on skills, knowledge, relationships and positive environments.

