

Tourism experience design & concept planning

Summary of projects

Industry consultation and planning

Aim:

To research and engage in industry engagement and prepare industry development plans.

Griffith researchers:

Prof Susanne Becken
Assoc Prof Tien Pham
Dr Sarah Gardiner
Assoc Prof Catheryn Khoo-Lattimore
Assoc Prof Michelle Whitford

Outcomes:

Some of our recent projects include developing plans on:

- Climate change resilience
- Digital workforce development and training
- First People tourism in Queensland



Tourism experience design to boost regional tourism

Aim:

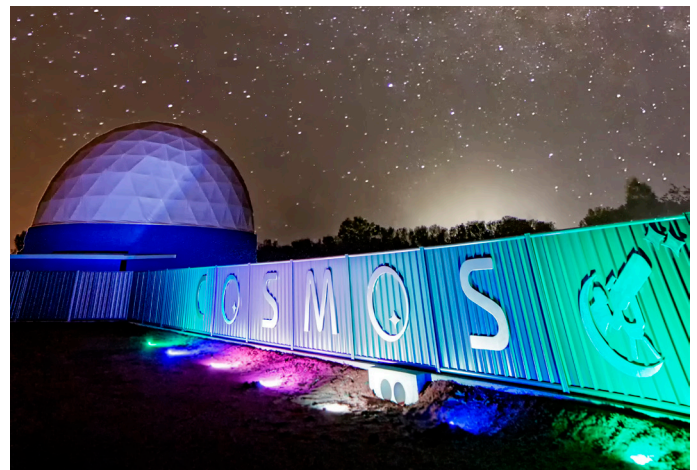
To design an observatory as a new tourism experience for Murweh Shire in regional Queensland.

Griffith researchers:

Assoc Prof Karine Dupre
Assoc Prof Brent Moyle
Prof Noel Scott
Prof David Weaver

Outcomes:

- Construction of a new attraction for the development of regional tourism
- Access to Queensland and federal funding (over \$1.3 million)



Rebranding of Get Wet Surf School

Aim:

To assist this small business to build a brand that would appeal to Australians as well as key international markets, particularly the China and Asian markets.

Griffith researchers:

Dr Sarah Gardiner

Outcomes:

- Designed and tested branding concepts
- Incorporated concepts into a new logo, website design, vehicle wrap, wet shirts and signage working with Griffith's design studio, Liveworm



Abbeystowe Living Museum

Aim:

To assess the market demand for an interactive medieval village attraction in Caboolture.

Outcomes:

- Market analysis and market potential assessment

Griffith researchers:

Dr Sarah Gardiner
Assoc Prof Catheryn Khoo-Lattimore
Dr Elaine Yang



Restoring heritage sites through virtual tourism experiences

Aim:

To digitally reconstruct a Top Secret US WWII Airbase in Outback Queensland.

Outcomes:

- 3D scanning of artefacts and 3D modelling of five sites on Top Secret US Airbase from WWII
- Reconstruction of Top Secret US Airbase from WWII on Augmented Reality Table

Griffith researchers:

Assoc Prof Brent Moyle
Mr Chris Little



Developing visitor experiences on a top secret tourism precinct

Aim:

To design and evaluate a visitor experience for a new visitor interpretation centre.

Outcomes:

- Design, construction and evaluation of Visitor Experience in Outback Interpretation Centre

Griffith researchers:

Assoc Prof Brent Moyle
Assoc Prof Karine Dupre
Dr Margarida Abreu Novais
Dr Elaine Yang



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