

# Tourism

*Tourism is part of our lifestyle and wellbeing, an agent for social and environmental change and a major economic driver.*

## **Tourism creates a 'good life'**

- Tourism is a social phenomenon and a central part of people's life.
- Tourism provides a reason to protect communities, cultures and the environment.
- Tourism promotes peace, security and cultural understanding by exposing tourists to different countries and cultures.

## **Tourism is a driver of economic development and job creation**

- Tourism creates employment: 1 in 10 jobs globally. 646,000 workers – representing 5.2% of the Australian workforce – is directly employed by tourism.
- Tourism accounts for 10% of world GDP. In some developing countries, particularly island nations, tourism represents 25% of GDP.
- Tourism is a major export industry. 10% of Australia's total exports are from tourism. Tourism is Australia's single largest service export sector and second largest overall export sector behind iron ore. The 9.3 million international visitors to Australia last year generated \$16.8 billion in direct tourism GDP.

- Dispersal of visitors into regional and rural areas of Australia is central to the economic development of these places. 43 cents of every tourism dollar in Australia is spent in regional destinations.

## **Tourism has substantial growth potential**

- Tourism is growing faster than economic growth. Globally international tourism grew 6% and the global economy grew 3.7%.
- In Australia, both international and domestic visitation increased 7% in 2017/18 and there has been nine consecutive years of visitor expenditure growth

## **Griffith Institute for Tourism**

Griffith University is Australia's leading tourism university, it was ranked number one in Australia and number two in the world in the most recent Shanghai Ranking's Global Ranking of Academic Subjects. It is one of only two universities in Australia to receive an ERA 5, indicating tourism research at Griffith University is well above world standards.

Griffith Institute for Tourism (GIFT) is Australia's largest tourism research institute with 34 academic members, 8 adjunct members and 33 PhD candidates from tourism and tourism-related disciplines, such as technology, economics, architecture, planning and environmental sciences.

*Tourism creates opportunities, but also challenges. We provide innovative solutions to help businesses, destinations and communities understand and plan for a sustainable tourism future.*

## GIFT capability pillars

GIFT uses the latest technology and methods to understand visitor behaviour and the visitor economy. This includes using Big Data and our behavioural sciences lab – with eye tracking, face recognition and skin sensors – to measure consumers' physiological response to marketing stimulus and tourism experiences. It has also developed Australia's most comprehensive computable general equilibrium model focused on tourism to estimate the impact of shocks to the tourism system.

Economics & visitor statistics	Experience design & innovation	Sustainability & climate change	Events
<b>Key Expertise:</b> Economic impact assessment. Measuring the economic value of tourism (Tourism Satellite Accounts). Cost-benefit analysis. Visitor statistics. Visitor behaviour and movement tracking using Big Data. Property and investment assessment and planning. Economic development strategies.	<b>Key Expertise:</b> Experience design. Market research. Tourism strategy and planning. Destination development planning. Sentiment analysis using Big Data. Feasibility assessment. Asia tourism research. Gender studies. Technology-enabled experience design. Workforce development and training.	<b>Key Expertise:</b> Destination planning. Climate mitigation strategies. Business and infrastructure resilience planning. Disaster management. Sustainable design solutions. Behavioural change strategies. Carbon footprint analysis. Assessing tourism social and environmental indicators. First People research and tourism planning.	<b>Key Expertise:</b> Economic impact assessment. Social and environmental measurement and planning for events. Volunteer management strategies. Charity events and fundraising. Event leveraging strategies. Sport and event tourism research. Business tourism research. Strategic planning for events.

## GIFT research links to the Sustainable Development Goals



Industry, innovation  
& infrastructure



Good health  
& well-being



Sustainable cities  
and communities



Decent work &  
economic growth



Climate action

# Focal programs of research

GIFT program		Sustainable and resilient tourism businesses and destinations
GIFT capabilities		GIFT sustainability, economics and tourism management researchers.
Inter-disciplinary links		Environmental sciences, economics and technology.
Proven expertise:		<p>Climate change combined with increased demand for tourism has potentially negative impacts on the sustainability of tourism and destinations.</p> <p>This program aims to provide solutions for government and business to adapt for climate change and design strategies for more sustainable outcomes.</p>
GIFT's completed projects and research projects underway related to this theme		<ul style="list-style-type: none"><li>• Prepared Queensland's Tourism Climate Change Response Plan.</li><li>• Monitoring Great Barrier Reef environmental changes and quality of marine waters through harnessing Big Data analysis.</li><li>• A new model to measure carbon offsets in tourism.</li><li>• Working on new social and environmental indicators and a framework to help measure the success of tourism in Australia.</li></ul>
Proposed GIFT program of research (2020-2025)		<ul style="list-style-type: none"><li>• New strategies for cities, businesses and communities to build resilience.</li><li>• Innovative models to measure environmental and social tourism accounts.</li><li>• Strategies to address overtourism and managing carrying capacity.</li><li>• Research to inform tourism economic development in island nations and developing countries in the Asia Pacific.</li></ul>
What GIFT will be known for		<ul style="list-style-type: none"><li>• New models that capture and monitor the economic, social and environmental value and impact of tourism.</li><li>• New ways for business and government to manage tourism to reduce greenhouse gas emissions, conserve the environment and build resilience.</li><li>• Strategic advice to transition tourism toward a low-carbon economy.</li></ul>

## Focal programs of research cont.

GIFT program	Lifestyle, livelihoods and wellbeing through tourism.
<b>GIFT capabilities</b>	GIFT experiences, economics and event researchers
<b>Inter-disciplinary links</b>	Health and sport, economics, employment relations, government and international relations, business strategy and innovation, marketing, Indigenous studies, politics, social sciences, city and environmental planning, architecture and built design.
<b>The challenge</b>	<p>Healthy living, wellbeing and social inclusion are key societal issues. This is particularly important with an ageing population. Tourism provides a mechanism to create positive emotions and outcomes to address these issues. It can encourage people to live a 'good life'.</p> <p>This program intends to build new and innovative models to improve the design and delivery of tourism experiences and events to create innovative and productivity cites and places that promote good health and wellbeing for the communities living and working within them.</p>
<b>Proven expertise: GIFT's completed projects and research projects underway related to this theme</b>	<ul style="list-style-type: none"> <li>• Preparation of the Queensland Tourism Digital Workforce Development and Training Plan.</li> <li>• Sentiment analysis of world-leading nature-based tourism experiences for Tourism and Events Queensland.</li> <li>• Market research to inform the development a new cultural attraction in Caboolture.</li> <li>• Concept design of the Boulia Council Regional Community Hub.</li> <li>• Assessment of the 'Mood of the Nation' for Tourism Research Australia.</li> <li>• Preparation of a First Peoples Tourism Plan for Queensland.</li> </ul>
<b>GIFT program of research (2020-2025)</b>	<ul style="list-style-type: none"> <li>• New destination marketing and management models for place making for wellbeing, social inclusion and quality of life.</li> <li>• Forward-thinking research into new and emerging markets and to inform innovative experience and event design.</li> <li>• Studies to understand and enhance the social benefits of tourism and events, with a focus on First People, women and volunteerism.</li> <li>• Research to support the Queensland Olympic Games 2032 bid.</li> </ul>
<b>What GIFT will be known for</b>	<ul style="list-style-type: none"> <li>• Latest methods in economic, environmental and social impact assessment and modelling of tourism and events.</li> <li>• Cutting-edge tourism experience design and technology-enabled experiences.</li> <li>• Consumer research that informs innovative business strategy.</li> <li>• New policies and strategies to enable workforce development and to address the skills shortage in tourism.</li> <li>• Thought-leaders in Asia tourism development.</li> <li>• Innovative approaches to enhance wellbeing, social inclusion and livelihoods through tourism and events.</li> </ul>