

# DEVELOPMENT OF AN AUSTRALIAN URBAN TOURISM RESEARCH AGENDA



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SUSTAINABLE  
TOURISM



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## **National Library of Australia Cataloguing in Publication Data**

Edwards, Deborah.  
Development of an Australian urban tourism research agenda.

Bibliography.  
ISBN 9781920965082.

1. Tourism - Research - Australia. 2. Tourism - Australia. 3. Leisure industry - Australia. 4. Recreation - Research - Australia. I. Griffin, Tony. II. Hayllar, Bruce. III. Title.

338.4791

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## **Acknowledgements**

The Sustainable Tourism Cooperative Research Centre, an Australian Government initiative, funded this research.

A special acknowledgement is given to Tony Veal, Tony Griffin and Monique Huyskens whose previous working paper on urban tourism provided a foundation for the literature review in this report. The authors are very appreciative of the assistance and contribution provided by John Bates, Group Manager Strategy and Alliances, Tourism New South Wales and Dr Mark Dimech, National Manager, Aviation and Regulation, Tourism and Transport Forum. Thanks are extended to Simon Darcy, Rob Harris, Sacha Reid, and Jennie Small for their input and assistance during various stages of the project. Finally we would like to thank the many academic and industry participants within Australia and overseas who gave their time and input into the Urban Tourism Research Agenda development process.

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## SUMMARY

The study of urban tourism and the associated focus on tourist precincts within cities is a growing area of interest as practitioners, researchers and students seek to understand the phenomenon of tourism within the urban environment. As urban tourism brings together people, place and consumption, and mixes cultures, values, expectations and experiences it provides an exciting landscape for exploration. However research in the area is broad and lacking integration. Following discussions between the Sustainable Tourism Cooperative Research Centre (STCRC) and the School of Leisure, Sport and Tourism at the University of Technology, Sydney, it was decided that urban tourism should play a more prominent role in the research agenda of the STCRC.

The project emanates from the above discussions and set out to answer the question; 'what are the important areas that should be included in an urban tourism research agenda for improving the performance of Australian urban tourism destinations?' The aims of the project were to:

- Identify and prioritise the important areas that should be included in an urban tourism research agenda for improving the performance of Australian urban tourism destinations.
- Develop a plan of action for the conduct of research that covers the research agenda identified above and, in so doing, develop guidelines and tools which can be used to enhance the performance of urban tourism destinations.

Developing the urban tourism research agenda has involved active engagement with stakeholders who have an interest in improving the performance of Australian urban tourism destinations. This report contains the outcomes of this project: recommendation for a research program that represents the views of a cross section of tourism academics; and government and industry representatives who have an interest in and knowledge of the broad field of urban tourism. It should be noted that although the project has been limited in time it has captured a broad range of industry, government and community stakeholder perspectives.

To address the aims of the project a range of methodologies was used over four stages. *Stage 1* involved a workshop held at the conference of the Council of Australian Universities in Tourism and Hospitality Education (CAUTHE) in February 2006. This workshop was conducted using the nominal group technique as a consensus building tool to assist in identifying and prioritising research foci. *Stage 2* used an online Delphi study to combine expert knowledge to arrive at an informed consensus on the important issues that should be included in an urban tourism research agenda. Twenty-five academics were selected as potential participants based on their research interest, expertise and knowledge in the broad field of urban tourism. *Stage 3* of the project involved three focus groups held in Sydney, New South Wales. These focus groups comprised tourism industry, government and non-government representatives. The aim of the focus groups was to ensure that the important issues identified in Stage two had relevance for government and non-government stakeholders in the tourism industry. In *Stage 4* the data were collated and analysed by the project team.

### Conceptual underpinnings

For the purposes of this project, an urban area is defined (in Chapter 2) as a place which has: a strong and broad economic base that is serviced from the core for major business and professional activities; a significant public transport network that acts as a gateway to other areas; a significant workforce that commutes to and from the central core; long-term planned development; and is perceived overall as a non-natural environment by the community and visitor. Broadly speaking, 'urban tourism' embraces tourism activities that occur in such places.

Urban tourism is defined as one among many social and economic 'players' in the urban environment. It encompasses an industry that manages and markets a range of products and experiences to visitors who have a wide range of motivations, preferences and cultural perspectives and are involved in a social exchange with the host community. The outcome of this engagement realises a set of consequences for the visitor, the host community and the tourism industry.

### Findings

The CAUTHE workshop identified 46 issues which were grouped into eight broad themes: impacts; experience and behaviour; destination development and management; spatial relationships; design; economic; definitional; and methodology (see Appendix B). These issues were used to form the basis for the Delphi study in Stage 2.

The outcome of the Delphi study is represented in Appendix C. Overall, no issues were considered not to be important. The top ten issues come under four major themes: experience and behaviour, destination development and management; impacts; and spatial relationships.

The industry focus groups identified some 240 research issues which are listed in Table 4. These issues were categorised under the major themes identified at the CAUTHE workshop and further grouped under 14 sub-themes. Research issues identified by industry were not too dissimilar from those identified by tourism academics in stages 1 and 2, despite some different perceptions of the importance of individual issues. Although the nature of the focus groups enabled a deeper analysis of industry research issues overall, each issue was still able to be grouped under the research themes identified at the CAUTHE workshop.

Industry stakeholders emphasised the need for research to be conducted at a deeper level. They stated that there is now sufficient information at a broad level, such as purpose of visit, activities undertaken and broad economic impacts. What they now wanted was more specific information about those who directly and indirectly benefited from tourism, why people choose certain urban tourism destinations, how visitors move around and between urban precincts and what visitors actually do when they are in urban destinations. Improving planning practices at all levels was of major importance to industry participants and they perceived a lack of coordinated planning to be an inhibiting factor to the development of a quality focused and efficient urban tourism industry.

Industry participants were asked to rank the top ten items identified in the Delphi study. The results are represented in Table 5 as a comparison with the rankings of Delphi participants'. The simple comparison does not indicate a reasonable level of consensus between industry and academe regarding the main issues to be included in an urban tourism research agenda. However it must be noted that industry ratings are based on each participant's set of vested interests from the viewpoint of their particular industry sector. In contrast to Delphi participants, no items were ranked 'very' important. Experience and behaviour and destination development and management issues received higher industry rankings.

There is a general lack of understanding by industry of the research data available to them and of how to access research information. In some respects industry came across as 'information poor'. This demonstrates that much more needs to be understood about why this gap exists in order for academia to effectively and efficiently communicate research findings back to the industry.

Figure 6 presents a conceptual framework developed to assist the prioritisation of research projects on urban tourism that emerged from the process described above. The overall framework imposes a logical order in which sets of issues could, or should, be addressed. Experience and behaviour forms a key set of foundation issues required for developing a better understanding of the urban visitor. Underlying the framework are the assets or resources of the destination including the infrastructure and the natural and built environment which are available for use by visitors and the industry within the destination. Visitors will have their own perceptions of what the assets of urban destinations are and these may be both tangible (in the case of buildings) and intangible (the atmosphere).

The framework highlights the need to recognise that the purpose of the research program emerging out of this project is to provide appropriate guidance on the governance of urban tourism destinations and specific assets within them. It equally recognises that this governance – policy, planning, design, management, marketing and communication activities – should be aiming to achieve positive outcomes with respect to: improved experiences for visitors; reduction of negative impacts and greater net benefits for the host community; and improved functioning of the total, interdependent industry within the urban environment. In essence these outcomes revolve around the long term maintenance and effective functioning of the assets on which urban tourism is based, but this is contingent on an understanding of what those assets comprise, what gives them value, how that value can be maximised and what threatens to diminish their value.

### **A plan of action for the conduct of urban tourism research**

These projects represent the key concerns, issues and findings arising from the Urban Tourism Research Agenda development process. Recommendations are made for an initial set of **foundation projects** in three broad areas: urban tourism visitor experience and behaviour; social and economic integration; and visitor accessibility in urban areas. Research in these areas would both drive the Urban Tourism Research Agenda and support and strengthen proposed capstone research - governance, destination planning, and management of urban destinations.

#### ***Understanding urban tourism visitor experiences and behaviour***

Because of their complex nature, cities can offer visitors a range of experiences which may be unrelated or only partly related to particular tourist facilities or attractions. The idea that visitors might be attracted to a city because of its intrinsic nature rather than because of an aggregation of discrete attractions, and the implications of this for planning and marketing, have not been researched to date. The urban tourism research agenda project has identified that visitor experiences are not seen as a one-sided phenomenon. The interlinkages and interdependencies between the visitor, the community and the industry are intrinsic to understanding the experiences of the visitor. Research aims could include the following:

- Explore the key motivations and expectations of people visiting Australian cities,
- Identify the key determinants of the quality of visitor experience overall and with specific (industry service and place) encounters within the destination,
- Examine patterns of behaviour, movement and the range of urban services that visitors use within urban destinations,
- Identify key differences between different types and groups of visitors to urban centres with respect to the first three aims,
- Explore the development of methods used in the project to be applicable for state and national statistical agencies,

- Understand key information sources used by different industry stakeholders.

### ***Identifying the social and economic integration of urban tourism***

There is growing interest with the place of tourism in changing host culture and with issues such as globalisation, postmodernisation and cultural imperialism. A dialectic engagement takes place between host and visitors and the question is whether or not urban centres, originally designed to accommodate permanent residents and concentrations of economic and physical activity, in actuality face their own set of consequences. Emergent literature holds that a) the same impact can be perceived in different ways by different people and b) host communities are prepared to put up with temporary inconveniences and disruption given other positive consequences they are likely to receive. Particular emphasis is given to the manner in which visitation effects changes in both the visitor and communities: collective and individual value systems; visitor perceptions, behaviour and patterns; and community structure, lifestyle, and quality of life. To assist in understanding this complex visitor/host relationship proposed research involves understanding the perceptions and attitudes of urban host communities towards tourists and tourism.

To form the basis of a more comprehensive evaluation of the economic contribution that urban tourism makes the aims here would identify the degree of integration of tourism with the urban economy. This could be achieved through the examination of industrial relationships serving the needs of urban visitors. A scoping of the range of impact issues that are likely to be of most concern to the host community will allow for concentration on the most pressing issues. Research aims could include the following:

- Identify the range of impact issues that are likely to be of most concern to the urban host community.
- Determine the perceptions and attitudes of urban host communities towards tourists and tourism.
- Develop a picture of the services a visitor uses, the extent of that use, who they interact with and the nature of the service encounter in order to identify the degree of integration of tourism with the urban economy.

### ***Evaluating visitor accessibility in urban centres***

Understanding the broader issues of visitor accessibility is paramount to positive visitor experiences and the tourism industry realising economic and social benefits. Implicit within accessibility are transport issues. However, assisting people to move within and between urban environments carries its own set of challenges that must be understood before access can be effectively planned and managed. Visitor accessibility is concerned with all tourism markets including seniors and people with disabilities who have been defined through accessible tourism. Access issues recognise that there are a series of structural barriers that may constrain desired or expected experiences in urban centres. With this in mind, the aim of this research would be to evaluate and assess the design features and facilities that assist access and movement through the urban environment, including urban national parks, through the lens of universal design principles. Proposed research in this area would incorporate all sectors of the tourism industry. Research aims could include the following:

- How important is accessibility to emerging international tourism markets?
- What is the economic contribution to tourism of particular groups with accessibility needs?
- Are urban tourism precincts accessible/inaccessible and for whom?
- How accessible are our attractions?
- How well do the signage and symbols for key landmarks provide accessibility for visitors from non-English speaking backgrounds and various visitor groups?

## **Capstone Research**

### ***Guiding urban tourism destination development and management***

The ultimate purpose of an urban tourism research program is to provide appropriate guidance on the governance of urban tourism destinations and specific assets within them. This governance – policy, planning, design, management, marketing and communication activities – should be aiming to achieve positive outcomes with respect to: improved experiences for the visitors; reduction of negative impacts and greater net benefits for the host community; and improved functioning of the total, interdependent industry within the urban environment.

It is expected that the initial project would need to be progressed some way before proceeding with the research outlined below, which may be disaggregated and become more **targeted or strategic** in focus. The outcomes of research in the foundation projects could feed back to and influence these elements in a positive way. In essence, these practices can be conceived as revolving around the long term maintenance and effective functioning of the assets on which urban tourism is based. Importantly, this is contingent on understanding what these assets comprise, what gives them value, and how their value can be maximised and what threatens to diminish their value. Research aims could include the following:

- Identify criteria for successful urban destination and precinct development, including recognition of the range/mix of attractions/place qualities/services required. (Note: this would be contingent on the outcomes of the foundation projects and include a review of ‘best practice’).
- Understand key communication channels used by different industry stakeholders.

- Developing ways to inventory and assess the value (direct and instrumental) of tourism assets within the urban environment. Effectively this could amount to developing a destination auditing process geared specifically to urban destinations. It may be multi-purpose, serving as a tool to evaluate and subsequently enhance current performance as well as enabling recognition of the unrealised tourism potential of some assets.
- To explore the development of methods used in the project to be applicable for state and national statistical agencies.



*Chapter 1*

**PREAMBLE**

**Background to the Study**

The study of urban tourism and the associated focus on tourist precincts within cities is a growing area of interest as practitioners, researchers and policy makers seek to understand the phenomenon of tourism within the urban environment. As urban tourism brings together people, place and consumption, and mixes cultures, values, expectations and experiences, it provides an exciting landscape for exploration. However research in the area is broad, lacks integration and does not engage sufficiently with the contextual setting of the urban environment. Following discussions between the Sustainable Tourism Cooperative Research Centre (STCRC) and the School of Leisure, Sport and Tourism at the University of Technology, Sydney it was decided that urban tourism should play a more prominent role in the research agenda of the STCRC. The major focus of the project is the identification of a suite of research projects that will be used to provide guidance to the industry on how to more effectively develop, manage and market urban tourism destinations.

Urban environments worldwide have for many years been amongst the most significant of all tourist destinations. As Karski (1990: 15-17) states:

Urban tourism has, in one form or other, been with us since Mesopotamia and Sumeria were spawning the phenomenon of urbanisation. People with the means and inclination to do so have been drawn to towns and cities just to visit and experience a multiplicity of things to see and do. Pilgrims in the 14<sup>th</sup> century were urban tourists visiting cities like Canterbury. The historic Grand Tour of Europe, in the 18<sup>th</sup> and 19<sup>th</sup> centuries was essentially an urban experience for the rich, taking in more spectacular towns and cities, usually regional and national capitals. These were the melting pots of national culture, art, music, literature and of course magnificent architecture and urban design. It was the concentration, variety, and quality of these activities and attributes ... that created their attraction and put certain towns and cities on the tourism map of the day.

While urban tourism has been subject to some research attention in recent years, this effort has arguably not reflected its degree of importance relative to tourism in other types of destinations, and little of that research has been conducted in Australia. Most of the existing research has been based on European cities, predominantly those with an historic character. The dearth of research on Australian urban tourism exists despite the fact that approximately half of all tourism in Australia can be described as urban. Table 1 indicates that, in the case of international visitors, 78% of visitor nights are spent in major cities, while the corresponding percentage for domestic tourism is 41%. This scale of visitation is comparable to many of the major historic European cities (Law 1996: 18).

**Table 1: Major city tourism in Australia 2005: visitor nights**

City	International tourists 2005		Domestic tourists 2005	
	Visitor-nights		Visitor-nights	
		%	'000s	%
Sydney	40867414	30.3	20816	7.5
Melbourne	23810466	17.7	18106	6.6
Brisbane	9826801	7.3	15332	5.6
Gold Coast	6739671	5.0	16260	5.9
Perth	12719046	9.4	11661	4.2
Adelaide	5398503	4.0	7218	2.6
Sunshine Coast	1993338	1.5	10965	4.0
Canberra	1771048	1.3	5400	2.0
Darwin	1085722	0.8	3085	1.1
Hobart	1595733	1.2	3227	1.2
<b>Total major cities</b>	<b>105807742</b>	<b>78.0</b>	<b>112070</b>	<b>41.0</b>
<b>Rest of Australia</b>	<b>29049623</b>	<b>22.0</b>	<b>163789</b>	<b>59.0</b>
<b>TOTAL</b>	<b>134857365</b>	<b>100.0</b>	<b>275859</b>	<b>100.0</b>

*Source: Bureau of Tourism Research, 2005 CDMOTA*

Table 1 indicates the direct expenditure of this tourism activity. In direct terms (that is, excluding any multiplier effect), international visits to major cities can be seen to be worth some \$21 billion a year and domestic visits \$20 billion – a \$41 billion injection of tourist expenditure into cities.

**Table 2: Major city tourism in Australia, 2005: expenditure patterns**

City	International Region Expenditure \$000s	Domestic Overnight Trips Expenditure \$000s	Total Expenditure \$000s
Sydney	6820200	4230266	11050466
Melbourne	4199909	3882521	8082430
Adelaide	1307819	1176875	2484694
Brisbane	2510914	2086255	4597169
Gold Coast	1909932	3113002	5022934
Sunshine Coast	799517	1677957	2477474
Perth	1973083	1868121	3841204
Hobart	421469	689403	1110872
Canberra	575578	783876	1359454
Darwin	630310	737053	1367363
<b>Total major cities</b>	<b>21148731</b>	<b>20245329</b>	<b>41394060</b>
<b>Rest of Australia</b>	<b>16578998</b>	<b>19007760</b>	<b>35586758</b>
<b>TOTAL</b>	<b>37727729</b>	<b>39253089</b>	<b>76980818</b>

*Source: Bureau of Tourism Research, 2005 CDMOTA*

Cities also perform important functions within the workings of the overall tourism system, for example they are major 'gateways' for both international and domestic tourists. Table 3 indicates that Sydney and Melbourne between them account for approximately 64% of all international arrivals. Given their position as key nodes in the air transport system, other major Australian cities also act as staging posts for multi-destination trips. Many of these functions are often taken for granted and, as a consequence, the requirements for profitable and sustainable tourism development in urban areas are not well understood.

**Table 3: International visitors by city of arrival, 2002**

City of Arrival	'000s	(%)
Sydney	2072945	46.5
Brisbane	795763	17.9
Melbourne	758591	17.0
Perth	395479	8.9
Cairns	332270	7.5
Adelaide	48566	1.1
Darwin	46334	1.0
Hobart	5904	0.1
Townsville	272	0.0
<b>Total</b>	<b>4456124</b>	<b>100</b>

*Source: Bureau of Tourism Research, 2005 CDMOTA*

Apart from taking place in cities, how is urban tourism distinctive from other forms of tourism? A number of features can be identified which, while they are not applicable to all urban destinations and may be applicable to some non-urban destinations, characterise urban tourism destinations as a whole:

- Inclusion of significant numbers of visitors for whom the primary purpose of the visit is non-leisure, including: business visitors; shoppers; and visitors to friends and relatives;
- Substantial existing attractions and infrastructure generally developed for non-tourism purposes;
- The number, variety and scale of primary and secondary attractions are often large;
- Local residents (and commuters) are significant (often majority) users of attractions and infrastructure;
- Substantial 'gateway' effect, involving often short stays en route to other destinations;
- Tourism is just one economic activity in the city, with implications for: awareness of tourism issues by business, government, and residents; provision of visitor services; labour availability; and labour and land costs;
- A multiplicity of public and commercial organisations with varying levels of involvement with tourism is involved, which has implications for: complexity of planning/policy-making processes; complexity of day-to-day operational management; and coherence of marketing activity;
- In the mix of constraints on urban development – natural environment, heritage, other economic activities, local residential. Factors around the natural environment are generally less significant and heritage and residential factors more significant in cities.

It is the complexity of these elements discussed above in conjunction with potential economic, social and environmental impacts which result from visitation that makes urban tourism research essential.

Developing a research agenda that can result in the provision of guidance to the industry on how to more effectively develop, manage and market urban tourism destinations is important to the long term sustainability of tourism in those settings. Consequently this project set out to answer ‘what are the important areas that should be included in an urban tourism research agenda for improving the performance of Australian urban tourism destinations?’. The notion of ‘performance’ was left deliberately broad so that it could encompass the perspectives of a broad range of stakeholders, ranging from profit-motivated industry to government and community groups that might be more concerned with public good and quality of life issues.

The aims of the project are to:

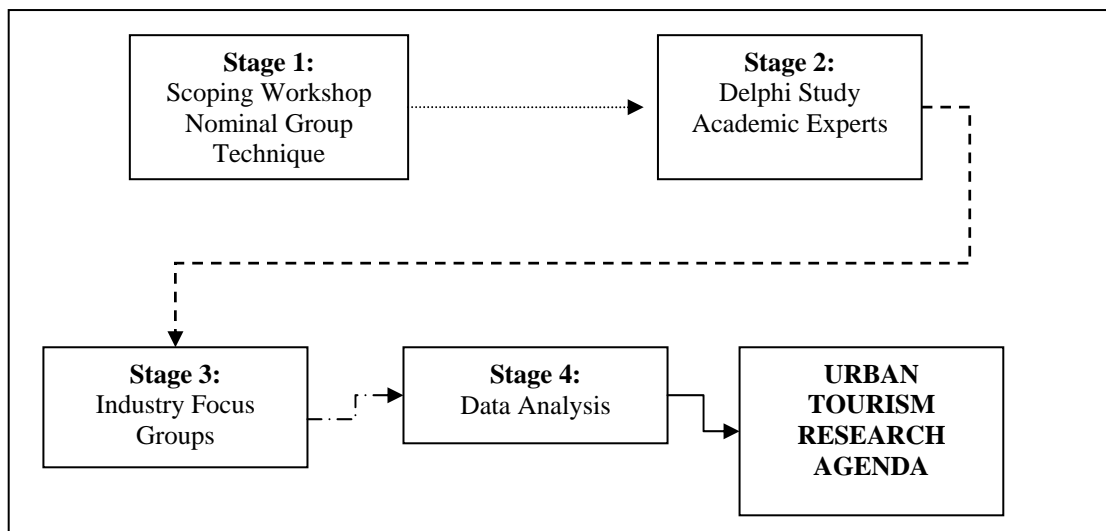
- Identify and prioritise the important areas that should be included in an urban tourism research agenda for improving the performance of Australian urban tourism destinations.
- Develop a plan of action for the conduct of research that covers the research agenda identified in the above objective.

To realise these aims the project has three main elements:

1. A review of the research and policy literature on urban tourism;
2. Consultation with stakeholders on research needs and priorities; and
3. The development of an agenda for further research.

The project was given a six month timeframe and in order to meet this commitment a range of methodologies were used over a four stage process. These stages are represented in Figure 1. Stage 1 involved a scoping workshop in order to identify an initial set of urban tourism research issues which could feed into Stage 2. Stage 2 was an international Delphi study of academic experts with an interest in the area of urban tourism. In Stage 3 industry focus groups were conducted. Finally the findings from each stage were drawn together and analysed as a whole. The project has been an ongoing process; one in which the researchers iteratively theorised and tried to make sense of the data as the project progressed.

**Figure 1: Framework for Developing an Urban Tourism Research Agenda**



The urban tourism research agenda has involved active engagement with stakeholders who have an interest in improving the performance of Australian urban tourism destinations. This report contains the outcomes of this project: a listing of research priorities identified by a cross section of tourism academics, and government and non-government representatives who have an interest in and knowledge of the broad field of urban tourism. It should be noted that although the project has been limited in time it has captured a broad range of industry, government and community stakeholder perspectives.

## Chapter 2

# LITERATURE REVIEW

## Introduction

Prior to the 1980s, research on urban tourism was fragmented and not recognised as a distinct field. Among the early studies were: Burgess (1975); Pearce's (1977) study of tourists 'mental maps' of Oxford, based on Lynch's (1960) ideas on city imaging; Blank and Petkovich (1979); and Judd and Collins (1979).

References to urban tourism as a distinct phenomenon and area of research began to appear in the literature in the 1980s. Vandermeij (1984) pointed out that, 'Due to the present lack of data, urban tourism is amongst the most misunderstood and underestimated of all tourism types'. In a brief paper in 1987, Peter Hall drew attention to the potential for tourism to contribute to the regeneration of declining industrial cities and Pearce (1987: 178) noted the dearth of research on urban tourism. But the paper which appears to have sparked an upsurge of interest in the topic was Ashworth's (1989: 33) 'Urban tourism: an imbalance in attention' in which he stated:

There has been quite simply a rural bias noticeable in both the quantity of the literary output and the quality of the theorising about tourism. This is in itself remarkable because most tourists originate from cities, many seek out cities as holiday destinations and the social and economic impacts of tourism are substantial in urban areas. Thus the failure to consider tourism as a specifically urban activity imposes a serious constraint that cannot fail to impede the development of tourism as a subject of serious study.

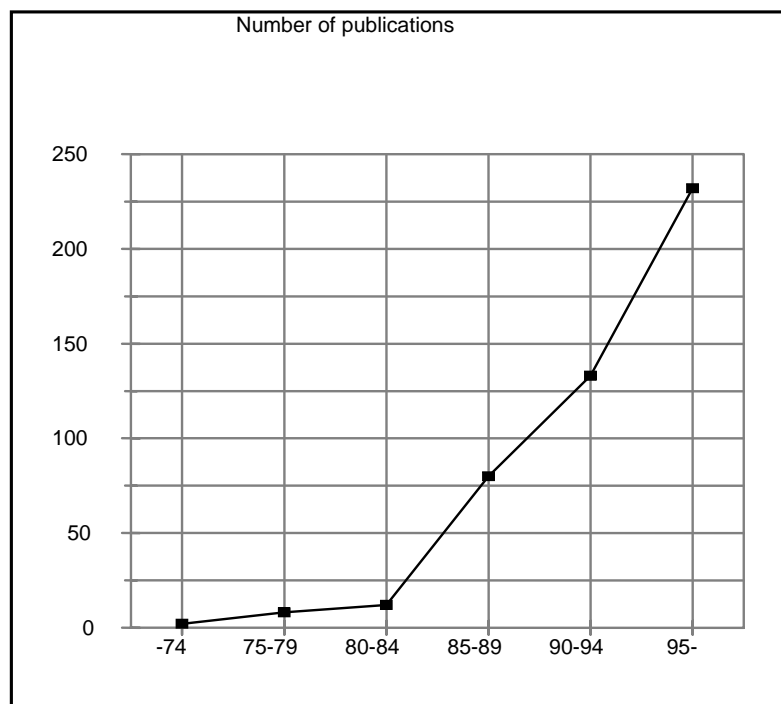
Eleven years later, despite the growing volume of published work in the field, Page (2000: 197) argued that Ashworth's comments were still valid, and 'poignant', because:

.. the progress in research has been slow and bogged down by a large proliferation of descriptive studies and analytically devoid of assessments of tourism in individual city environments. These studies have often contributed little to the development of theory or new conceptual frameworks.

As Figure 2 illustrates, in line with tourism literature generally, there was a rapid growth in the number of publications on urban tourism during the 1990s. Of particular note is the number of books, mostly edited collections, which have now been published on the topic, including:

- Ashworth and Tunbridge's *The Tourist-Historic City* (1990), and *The Tourist-Historic City: Retrospect and Prospect of Managing the Heritage City* (2000);
- Law's *Urban Tourism: Attracting Visitors to Large Cities* (1993) and *Tourism in Major Cities* (1996);
- Page's *Urban Tourism* (1995);
- Murphy's *Quality Management in Urban Tourism* (1996);
- Mazanec's *International City Tourism: Analysis and Strategy* (1997);
- Judd and Fainstein's *The Tourist City* (1999);
- Grabler and Mazanec's *International City Tourism* (1997); and
- Tyler, Guerrier and Robertson's *Managing Tourism in Cities* (1998).

Figure 2: Growth of literature on urban tourism



Stephen Page, based for a time at Massey University in New Zealand but formerly and currently in the UK, is the only Australasia-based author/editor in this list, which is dominated by European and American authors/editors and by European and American case studies.

The research literature covers a number of topics, some of which are unique to urban tourism or are primarily urban phenomena and some of which are common to a number of forms of tourism but may take on particular characteristics in an urban context. In the following list, the first six topics can be seen as uniquely or primarily urban, while the final four are generic:

1. General theory/delineation of urban tourism;
2. Heritage conservation;
3. Urban structure and infrastructure/tourism precincts;
4. Waterfront regeneration;
5. Inner city regeneration;
6. Particular activities in urban contexts, for example:
  - shopping (big city shopping as opposed to souvenir or craft shopping)
  - the arts
  - sport stadia/franchises
  - gambling/casinos
  - eating out/restaurants
  - events - cultural, sporting, garden festivals, expos, conventions;
7. Socio-cultural impact;
8. Economic impact;
9. Visitor attitudes; and
10. Destination marketing.

## Differentiating Urban Tourism from Other Forms of Tourism

What is urban tourism and how does it differ from tourism in general? A simple, but unhelpful, definition of *urban* tourism is 'tourism which takes place in urban areas'. It is unhelpful because it immediately begs the question: what is *urban*? An area is typically designated as 'urban' when it reaches a certain population size or population density. For example the United Nations defines an urban area as one with more than 20,000 people (United Nations 1968). The Australian Bureau of Statistics (ABS) also uses a minimum population size, categorising urban as:

- Major Urban: urban areas with populations of 100,000 or more;
- Other Urban: urban areas with populations of 1,000 to 99,999.

(Australian Bureau of Statistics 2001: 41)

Although these numbers provide useful boundaries they are somewhat arbitrary and incur problems. For example, is an area with 99,999 people or 999 people substantially different from a major urban or other urban site? For the purposes of this review, such definitions are too all-encompassing, involving, for example, over 200 areas in New South Wales alone. No single population cut-off is likely to be ideal for all situations.

Statistics New Zealand (2006) use six criteria for identifying an urban boundary:

- 1) strong economic ties;
- 2) cultural and recreational interaction;
- 3) serviced from the core for major business and professional activities;
- 4) an integrated public transport network;
- 5) significant workplace commuting to and from the central core;
- 6) planned development within the next 20 years, as a dormitory area to, or an extension of, the central core.

Having a workplace address in a main urban area certainly satisfies 1 and 5 and implies some fulfilment of 2 and 3. These six criteria are suggestive of a busy, interactive and built environment purposely developed to meet the needs of many stakeholders.

Not too dissimilar to numbers of people, urban ecologists view urban as being at the opposite end of a spectrum to natural. Urban is characterised by the presence of humans and natural by the absence of humans (McIntyre, Knowles-Ya'Nez & Hope 2000). Distance from the urban centre is used as an initial cut for determining whether spatial correlations exist between increasing human activity and natural environments. However, cities consist of multiple cores, have hard boundaries, and more commonly can grow by rapid, leap-frog development over remnants of undeveloped open space (McIntyre et al. 2000).

The social sciences (including but not limited to anthropology, political science, economics, planning, sociology, and environmental psychology) offer additional elements to understanding urban environments. Economists see urban as based on human population density within a given political unit (McIntyre et al. 2000) that is characterised by non-extractive occupations, for example, industry and commerce that benefit particularly from a high population density and the accompanying infrastructure and processes that produce them. Regional planners take a more descriptive approach in defining urban via structural divisions of urban areas.

Sociologically, 'urban' may typify wider but less personal social relations and a lifestyle characterised by individualism, anonymity and a segmentation of life. Fainstein (1994) wrote that cities consist of not only people but also of their homes, offices and factories which shape social relations, causing demographic commonalities to assume spatial identities. These social groups then imprint themselves physically onto the urban structure affecting the formation of communities, competition for territory and segregation. Therefore the approaches discussed so far may be what constitutes urban but it is not what distinguishes it.

McIntyre et al. (2000) argue that humans perceive and react differently to natural versus urban settings, and this perspective provides another way by which urban can be defined. Scenes of natural environments have a more positive influence on human emotional states and stress levels than do urban scenes. Subsequently they theorise that perceptions are integral to people's motivations and actions, therefore using a perceptually based definition of urban can provide a link between the cultural, political, physical, perceptual and economic aspects that must be integrated into urban tourism. If, as they argue, 'the definition of urban incorporated perceptual variables known to be salient to a person's discrimination between urban and natural environments' (McIntyre et al. 2000: 13), then such a definition could assist the interdisciplinary nature of urban tourism.

In the Australian context urban areas might be classified as follows:

- a. Capital cities;
- b. Key urban tourism centres (Gold Coast, Sunshine Coast, Alice Springs, Cairns);
- c. Other major cities (Newcastle, Wollongong, Geelong);
- d. Other urban areas.

As demonstrated in Tables 1, 2 and 3 groups a. and b. account for the overwhelming bulk of urban tourism trips. Groups c. and d., it may be argued, act as specific sub-categories – 'industrial centres', 'country towns' or 'coastal towns'.

In the literature there is a focus on historic cities and resorts. While 'history' is a feature of Australian urban tourism, it is in a different category to the overwhelming nature of the historical legacies of places such as Rome, Venice, Athens, Jerusalem, London, Delhi or Bangkok – Australia does not have 'historic cities' in the same sense. The term 'resort' in Europe includes established cities, such as Bournemouth, Brighton and Monte Carlo, and it is these places that have been the subject of much research in the context of urban tourism. The Gold Coast and Sunshine Coast may be seen as Australian examples of resort centres that are currently evolving into cities.

## **The Distinctiveness of Urban Tourism**

Law (1996) outlines some of the attractions of cities as tourist destinations:

- They attract visiting friends and relatives as they have naturally large populations.
- They draw visitors to their attractions because attractions are often much better developed in cities than in other types of destination areas.
- They are easily accessible through airports and scheduled services
- They often have a large stock of accommodation built to serve the business traveller which is underused at weekends.
- Cities appeal to different tourist markets:
  - a more educated population is attracted to the cultural heritage of cities;
  - accessible tourism (i.e. seniors who undertake more sightseeing and are more likely to appreciate cultural and historic heritage);
  - young people are attracted to the excitement found in the city; the entertainment, the night life and sporting events;
  - the business traveller; and
  - the meetings, incentives, conventions and exhibition (MICE) market as cities offer the infrastructure, communications, transport, services and facilities which meet delegates' needs.

Drawing on this discussion, and for the purposes of this project, urban is defined as a place which has a strong and broad economic base that is serviced from the core for major business and professional activities; a significant public transport network that acts as a gateway to other areas; a significant workforce that commutes to and from the central core; long-term planned development; and is perceived overall as a non-natural environment by the community and visitor. These characteristics set 'urban' apart from other resort, coastal or alpine developments.

## **Urban Access**

Given that urban environments are major 'gateways' for both international and domestic tourists and access shapes peoples' destination choices, appropriate planning becomes vital to facilitating the movement of people into and around the urban environment. Inappropriate design, transport infrastructure and wayfinding are barriers that constrain dispersal for all people throughout an urban environment. Proactive access planning is required to enhance visitor experiences and facilitate informed decision making for the benefit of a broad range of stakeholders.

A concept which underpins the planning of urban access is Universal Design. According to Darcy (2006) Universal Design is a concept that incorporates intergenerational and lifespan planning recognising the nexus between ageing, disability and the continuum of ability over a lifespan. To realise these goals, Universal Design is defined as 'the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaption or specialised design...The intent of the universal design concept is to simplify life for everyone by making products, communications, and the built environment more usable by more people at little or no extra cost. The universal design concept targets all people of all ages, sizes and abilities' (Center for Universal Design 2003).

In a tourism context, an added benefit of universal design is it enables urban destinations to incorporate the needs of the accessible tourism market. As identified by Tourism Australia and pre-empted in the Tourism White Paper, accessible tourism is an emerging market segment that industry must integrate with its development, planning and management processes (Commonwealth Department of Industry Tourism and Resources 2003, 2004; Tourism Australia 2005). Accessible tourism has been defined as 'a process of enabling people with disabilities and seniors to function independently and with equity and dignity through the delivery of universal tourism products, services and environments (Darcy 2006). Developing accessible tourism environments creates safer work spaces and provides benefits for all groups including young families and people from non-English speaking backgrounds.

## **Approaches to Analysing Urban Tourism**

In a seminal paper, Ashworth (1989) outlined four extant approaches to analysing urban tourism, reflecting, as he admitted, a geographical bias. They were as follows:

1. *Facility approach* – spatial analysis of the location of tourism attractions, facilities and infrastructure and zones – including transport routes, hotels, and historic and business zones.



2. *Ecological approaches* – this refers not to the contemporary 'green' environmental use of the term 'ecological' but to the idea of studying the *structure* of urban areas, which are seen to evolve and function in a systematic, organic way, sometimes referred to as morphology. One feature of this approach is the identification of functional zones or districts (eg. CBD, historic core, markets area, industrial area), which links with the contemporary idea of tourism precincts.
3. *User approaches* – this approach focuses on the characteristics, activities, motivations, purposes and attitudes of visitors, particularly related to tourism marketing.
4. *Policy approaches* – this approach arises from the concerns of city governments to accommodate and/or promote tourism and focuses on a range of policy issues, including infrastructure provision and marketing.

Blank (1994) adopted a functional approach, presenting a list of tourism research in urban areas which could apply to any environment:

- Impact;
- Marketing;
- Tourism facility management and personnel training needs;
- Resident attitudes; and
- Tourism plant.

Page (1996) suggested a systems framework for analysing urban tourism but did not develop the idea fully. Pearce (2001: 929) developed a matrix which reflected a predominantly supply side approach, involving the examination of a set of issues (demand, supply, development, marketing, planning, organisation, operations, and impact assessment) across a range of spatial scales (city-wide, district, site). The argument is that the nature of supply will 'vary from one scale to another along with changes in responsibility for policymaking, management, operations, and other practical applications'.

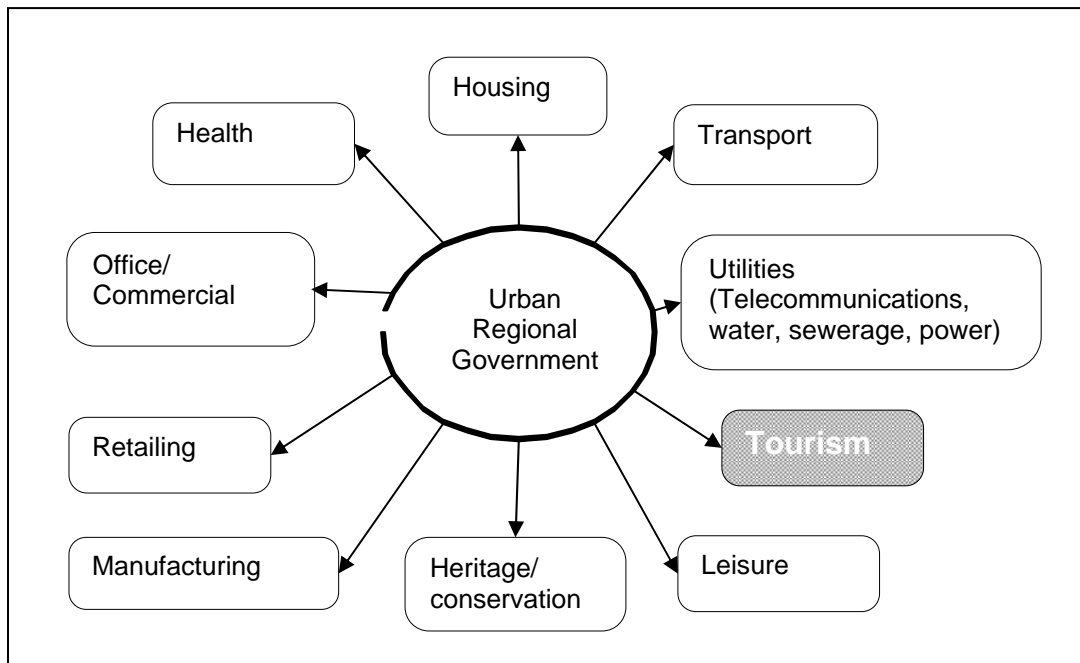
Much of the research on urban tourism has been carried out by geographers, building on earlier studies of coastal resorts. One of the distinctive features of coastal resorts, which lends itself to geographic analysis is the particular spatial form of development – generally involving concentrated development along a coastal strip (e.g. Gold Coast, Spanish resorts). While these patterns of development are clearly recognisable, the usefulness of such analysis, beyond mere description, is questionable. Transferring the same form of analysis to cities produces a similar but more complex description of patterns of hotels and infrastructure development related to the CBD, the 'historic core' and transport routes. The results are often 'everything and nothing' statements such as: 'It is clear ... that tourism facilities have distinctive and diverse spatial distributions within urban areas' (Shaw & Williams 1994: 207).

A much broader intellectual perspective is taken by Fainstein and Gladstone (1997), who divide urban tourism research into two types: i) the *political economy* approach and ii) the *cultural* approach. The political economy approach 'assesses the contribution of tourism to urban and regional economies and to the well-being of residents of the place being visited' (p. 120). The cultural approach is also concerned with impacts on the traveller; it emphasises the symbolic aspects of tourism and asks: 'what is the meaning of tourism for the (post)modern world?' (p. 121).

Borrowing from and adapting the above typologies, we believe that the area can be divided into three perspectives: 1) urban planning/governance; 2) industrial; and 3) critical/cultural.

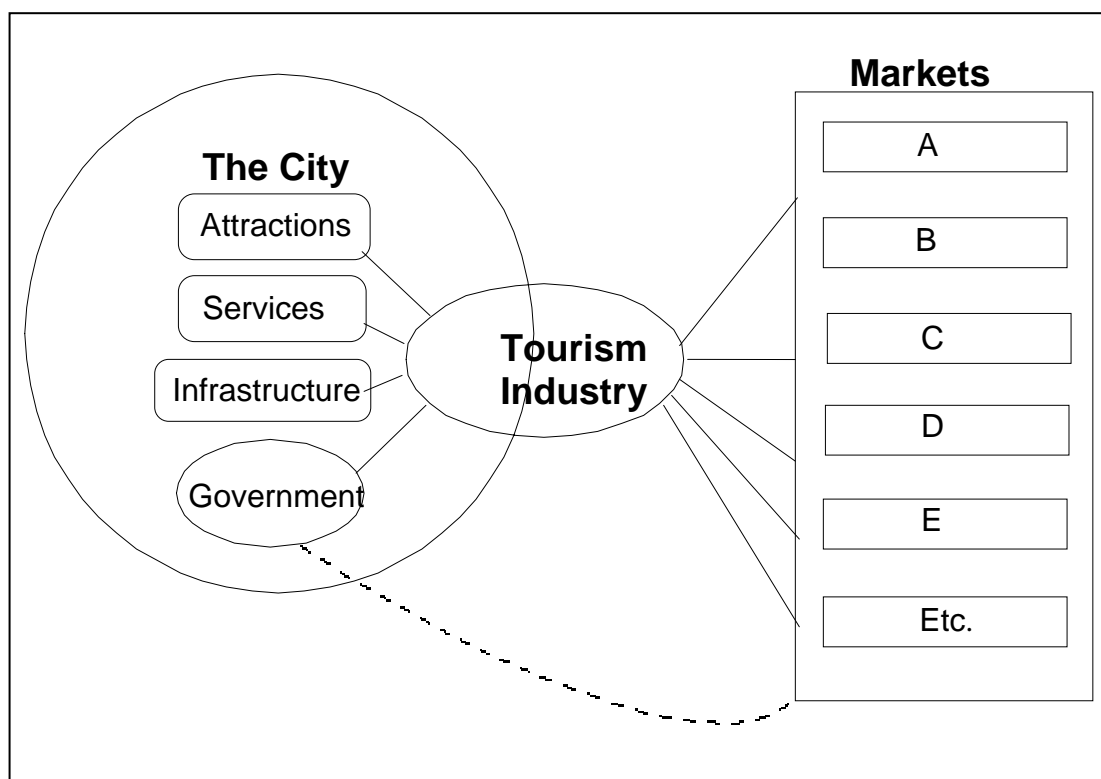
In the *urban governance* perspective, as portrayed in Figure 3, tourism is seen as just one among the many social and economic 'players' in the city, competing for space and contributing to economic activity – regional and city governments are faced with the challenge of promoting, accommodating, controlling tourism alongside other urban activities.

**Figure 3: Urban planning/governance model of urban tourism**



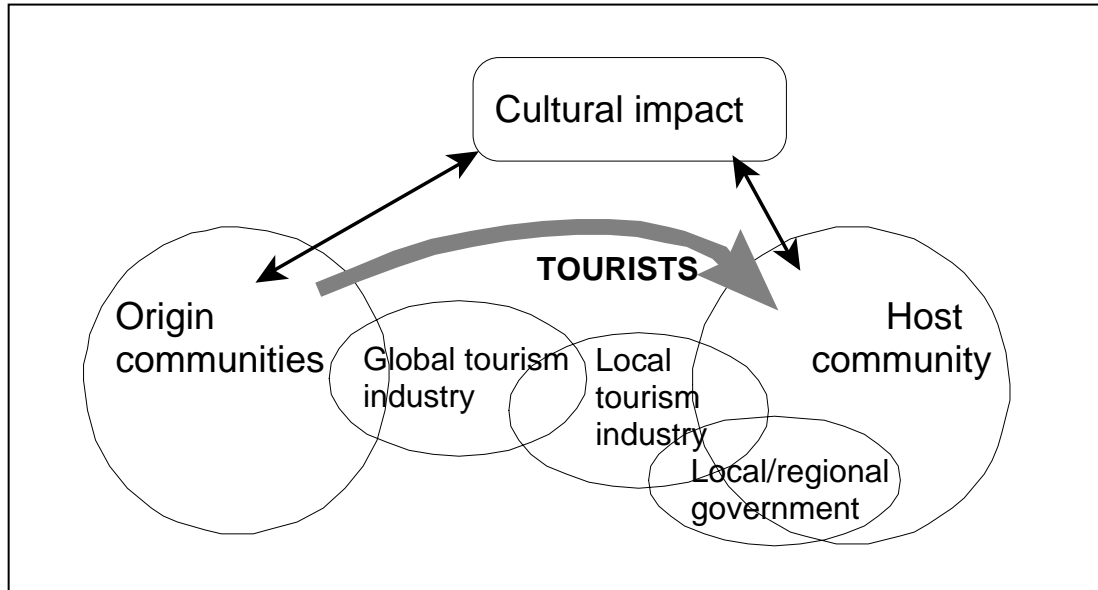
The *industrial* perspective, as shown in Figure 4, sees tourism as an industry with a range of products to sell, markets to identify and access, investments to be undertaken, management of product distribution, and profits to be made.

**Figure 4: Industrial perspective on urban tourism**



The *cultural* perspective, as represented in Figure 5, is as outlined by Fainsten and Gladstone (1997), and is concerned with the place of tourism in changing culture and with issues such as globalisation, postmodernisation and cultural imperialism. Within this perspective there are two important foci. First are the impacts of the visitor on the host destination as they make choices, engage in activities and interact with the community. In particular, concern is given to the manner in which visitors effect changes in communities: collective and individual value systems, behaviour, patterns, community structure, lifestyle and the quality of life. Second, is the visitor experience and the way in which travel to urban destinations has affected their motivations, preferences and cultural perspectives, which subsequently shape their future travels and world views. Visitor experiences are not seen as a one-sided phenomenon. The interlinkages and interdependencies between the visitor and the community are intrinsic to the cultural perspective.

Figure 5: Cultural model



Viewing this framework, in the context of what is 'urban' enables a complex set of elements to be incorporated in an urban tourism research agenda.

The three perspectives are mutually inclusive. To plan, regulate and facilitate effectively, governments require an understanding of the functioning and needs of the various stakeholders in the urban environment. In the case of tourism, governments are often part of the industry, in the form of owners and operators of infrastructure and attractions and through organisations such as tourism boards and convention and visitor bureaus. Similarly, the industry can only operate effectively in cooperation with government and in recognition of community values. The cultural perspective although historically seen as 'standing apart' from the operational aspects of tourism, is increasingly recognised as being integral to tourist experiences and provides useful information on social trends and the likely long-term impact of tourism on host city cultures.

For the purposes of this project urban tourism is defined as one among many social and economic 'players' in the urban environment. It encompasses an industry that manages and markets a range of products and experiences to people who have a wide range of motivations, preferences and cultural perspectives and are involved in a dialectic engagement with the host community. The outcome of this engagement realises a set of consequences for the visitor, the host community and the tourism industry.

### *Chapter 3*

## **METHODOLOGY**

### **Introduction**

The aims of the project were to:

1. Identify and prioritise the important areas that should be included in an urban tourism research agenda for improving the performance of Australian urban tourism destinations.
2. Develop a plan of action for the conduct of research that covers the research agenda identified in objective 1.

To address these aims a range of methodologies were used over four stages.

### **Stage 1 – Workshop**

Stage 1 involved a workshop held at the conference of the Council for Australian University Tourism and Hospitality Education (CAUTHE) in February 2006. This workshop was conducted using the nominal group technique as a consensus building tool to assist in identifying and prioritising a research focus. At this workshop participants were asked the following questions:

‘What are the important areas that should be included in the development of an urban tourism research agenda which can improve the performance of Australian urban tourism destinations?’

Forty-six issues (Appendix B) were identified and used as a basis for the Delphi study in Stage 2. It was important to gain some indication of the issues that participants perceived to be the most important. Importance was achieved by giving six ticks to each participant who was then asked to allocate their ticks to the issue/s that they considered to be most important. They could assign their ticks in any way, ranging from giving individual ticks to six different issues or allocating all their ticks to one issue. Consequently, both consensus and prioritising were realised. Finally, issues were reworded to ensure consistency and avoid confusion in the following stages.

### **Stage 2 – Delphi Study**

In Stage 2, the Delphi Technique was used to combine expert knowledge and opinion and to arrive at an informed consensus on the important issues that should be included in an urban tourism research agenda. Academics who have research interest, expertise and knowledge in the broad field of urban tourism were targeted for the Delphi study.

The Delphi study comprised three rounds. Round 1 sought opinions on the 46 issues identified in Stage 1 and any additional suggestions that participants may have had. The second and successive rounds involved sequential questionnaires with summarised information and the feedback of opinions derived from participants in earlier responses. In the first questionnaire participants were given the opportunity to add any additional issues. As a result there were 63 issues included in the subsequent rounds. Additionally the second and successive rounds asked participants to rank the issues on a Likert scale of one (1) being extremely important and seven (7) being extremely unimportant. Participants were invited to review the groups’ responses in order to bring the Delphi group to consensus.

An initial invitation was sent to 25 academics asking them to participate in the Delphi study. The response rate for Rounds 1, 2 and 3 were 60%, 44% and 48% respectively. There was a higher response rate for the final round as one participant who was unable to contribute to Round 2, due to work commitments, wanted to contribute to Round 3.

### **Stage 3 – Industry Consultation**

In order to ensure both stakeholder commitment and guidance on the project, the research group considered it important to actively engage industry in the Urban Tourism Research Agenda setting process. Subsequently in Stage 3 of the study, three industry focus groups were held in May and June 2006. The aim of the focus groups was to explore the research needs of government and tourism industry organisations that have an interest in the broad area of urban tourism.

A broad range of tourism industry and government representatives were invited to participate in the focus groups. Prospective participants were identified through Tourism New South Wales (TNSW) and the Tourism

and Transport Forum Australia (TTF). These focus groups were held in Sydney, New South Wales. There were a total of 22 participants across the three workshops. The focus groups served three purposes: firstly, to capture the research issues that were specific to the different sectors within the tourism industry; secondly, through discussion and consensus building to gain an indication of the issues of most importance to the tourism industry; and thirdly, to identify whether the ten most important issues identified in Stage 2 had relevance for the tourism industry. Participants were asked at the conclusion of the focus groups to state what they perceived to be the most important research issue for their industry sector. Although time commitment did not allow a ranking of the issues identified by the focus groups they were asked to rank the top ten issues identified from the Delphi study.

## **Stage 4 – Data Analysis**

The data obtained in Stages 2 and 3 were collated and analysed by the project team.

## **Limitations**

Within the time frame and budget for this project it was not possible to arrange for a totally comprehensive involvement of academics, government and tourism industry representatives. To compensate for this the Delphi study and focus groups were seen as cost-efficient methods for generating representative data. It should be noted, however, that although the project has been limited in time, it elicited a high level of interest from industry and has captured a broad range of industry, government and community stakeholder perspectives. A list of all participants can be found in Appendix A. The research priorities identified in this project reflect the views of the people and organisations who participated in this project.

## *Chapter 4*

# FINDINGS

## CAUTHE Workshop

The CAUTHE workshop group identified 46 issues, which were perceived to be important areas for research that could improve the performance of urban tourism destinations. Workshop participants grouped these issues into eight broad themes:

1. impacts;
2. experience and behaviour;
3. destination development and management;
4. spatial relationships;
5. design;
6. economic;
7. definitional; and
8. methodology (see Appendix B).

These issues were used to form the basis for the Delphi study in Stage 2.

## Delphi Study

The outcome of the Delphi study is noted in Appendix C. Overall, no issues were considered not to be important. The top ten issues come under four major themes:

1. experience and behaviour;
2. destination development and management;
3. impacts; and
4. spatial relationships.

There is little difference in mean scores between the top three issues considered to be 'very important': how tourists use cities; the patterns of behaviour of tourists in urban environments; and environmental impacts in urban destinations. Similarly there is little difference between mean scores for the seven issues considered as 'important': the influence of transport on visitor access; benefits of urban tourism; criteria for successful urban tourism development; carrying capacity; impacts; visitor dispersal; and benchmarking. The two issues ranked lowest were national capital cities as distinct destinations and the effect of globalisation and homogenisation of goods and services on visitor expenditure.

## Industry Focus Groups

The industry focus groups identified some 240 research issues which are listed in Table 4. These issues were categorised under the major themes identified at the CAUTHE workshop and further grouped under 14 sub-themes. Columns one and two identify the theme and sub-theme under which the research issues are categorised, column three lists the research issues, and column four lists the projects currently being undertaken within the UTS School of Leisure, Sport and Tourism, which in some way already addresses some of the issues identified. Research issues identified by industry are not too dissimilar from those identified by tourism academics in Stages 1 and 2. Although the nature of the focus groups enabled a deeper analysis of industry research issues overall, each issue could still be grouped under the research themes identified at the CAUTHE workshop.

The research theme 'destination development and management' was broken into seven sub-themes: planning, infrastructure, management, marketing, communication, benchmarking and product. Economic issues identified in Stage one were not perceived by participants to be impact related but to have a more general economic focus around the distribution of economic benefits. The economic issues identified by industry incorporated elements of both a general nature and elements that were specifically impact related. Subsequently economic issues have been categorised under both the broad theme of economic issues and the more specific theme of impacts. It is interesting to note that there was little concern by industry about the environmental impacts of tourism on urban destinations. Experience and behaviour was broken into five sub-themes: motivation, tourist experience, quality, visitor expectations and visitor behaviour. A theme that was not identified in either the CAUTHE workshop or the Delphi study was the effect of tourism trends on various sectors within tourism i.e. events, water based activities and product development.

**Table 4: Urban Tourism: Industry Generated Research Needs**

Theme	Research Sub-theme	Research Issues	Existing/ Proposed UTS Projects
<b>Destination Development and Management Issues</b>	<i>Planning</i>	<ul style="list-style-type: none"> <li>- Planning Integration – whole of government approach                             <ul style="list-style-type: none"> <li>▪ Events</li> <li>▪ Infrastructure</li> <li>▪ Coordination</li> </ul> </li> <li>- Strategic coordination between stakeholders government and industry                             <ul style="list-style-type: none"> <li>▪ How can government agencies be better coordinated?</li> <li>▪ How can the lack of coordination/governance of tourism in Sydney be overcome?</li> <li>▪ Can common approaches be developed - eg to signage</li> <li>▪ What do attractions think they need in terms of coordination?</li> </ul> </li> <li>- Responsibilities of various levels of government – who has responsibility for what</li> <li>- Developing a framework for urban destination management to overcome current fragmentation</li> <li>- Transport</li> <li>- Signage                             <ul style="list-style-type: none"> <li>▪ What signage is required for tourists to be able to better move around the city? (NES backgrounds, people with a disability, different market segments)</li> <li>▪ What and type of signage is required to improve pedestrian traffic in cities?</li> <li>▪ Threshold</li> <li>▪ Way</li> <li>▪ Directional</li> </ul> </li> <li>- Complexities of stakeholders – slow decision-making</li> <li>- Government leadership – policies that influence transport accessibility</li> <li>- Incentives by the state and public sector that facilitate tourism (airports??)</li> <li>- What is the interface between urban and regional how does visitation to each effect the other?</li> <li>- Clearer understanding of the influence of government incentives on visitation to urban destinations (in particular to the aviation sector)                             <ul style="list-style-type: none"> <li>▪ Potential for cannibalisation to occur (Cairns as an example)</li> <li>▪ More strategic approach</li> </ul> </li> <li>- How do urban destinations evolve? How can assets be maximised?</li> <li>- Relationship between public transport and tourism.                             <ul style="list-style-type: none"> <li>▪ What is the role of public transport in tourism?</li> </ul> </li> <li>- What are the implications of development processes on tourism product development?</li> <li>- Regulatory impediments to tourism development</li> <li>- How do you get places right?                             <ul style="list-style-type: none"> <li>▪ Marketing coordination</li> <li>▪ Infrastructure requirements</li> <li>▪ Effects of planning controls – on development</li> </ul> </li> <li>- How can stakeholders plan for peak seasons?                             <ul style="list-style-type: none"> <li>▪ Particularly in relation to infrastructure</li> </ul> </li> <li>- How can convention and business tourism be dispersed out of the city core?</li> </ul>	

Theme	Research Sub-theme	Research Issues	Existing/ Proposed UTS Projects
	<i>Infrastructure</i>	<ul style="list-style-type: none"> <li>- What makes a destination tourist friendly in terms of services and infrastructure?</li> <li>- Lack of infrastructure for exhibitions</li> <li>- Visitor accessibility                             <ul style="list-style-type: none"> <li>▪ How can infrastructure be improved to assist visitor access for different market segments (including people with a disability)?</li> </ul> </li> <li>- Improving connectivity between precincts:                             <ul style="list-style-type: none"> <li>▪ Accessibility – improving it</li> <li>▪ Public transport – how well does it serve the needs of tourists?</li> <li>▪ Removing blockages for exploration</li> <li>▪ What are the barriers for visitors to getting around the city?</li> <li>▪ How can precincts be made more accessible – what are the blocks to accessibility?</li> <li>▪ How do people find places?)</li> <li>▪ Signage, bust stops, integrated ticketing</li> </ul> </li> <li>- Infrastructure issues that impact on water based activities</li> <li>- What are the infrastructure issues that will impede the development of meetings and events sector?</li> </ul>	<p>Tourism Precincts project</p> <p>Vision Impairment project</p> <p>Business Case for Accessible Tourism project</p> <p>Access Accommodation Information project</p>
	<i>Management</i>	<ul style="list-style-type: none"> <li>- Place management                             <ul style="list-style-type: none"> <li>▪ Qualities of place</li> <li>▪ Management requirements</li> <li>▪ Maintaining distinctiveness/image</li> </ul> </li> <li>- Identify what precinct management and marketing models work.</li> <li>- Visitor implications of funding restrictions for museum and historic houses</li> </ul>	
	<i>Marketing</i>	<ul style="list-style-type: none"> <li>- Marketing coordination – between the different levels of government and different organisations</li> <li>- Best practice marketing and management</li> <li>- Destination marketing of conference travel</li> <li>- What is the visitor decision making process post their arrival?</li> <li>- What would be the benefits of promoting to the local market? Would this influence the broader domestic market?</li> </ul>	
	<i>Communication</i>	<ul style="list-style-type: none"> <li>- Communicating the urban tourism product                             <ul style="list-style-type: none"> <li>▪ What information does the tourist need and how does the tourist want it delivered?</li> <li>▪ Information flows – how do they work, are they working, what else can be explored.</li> </ul> </li> <li>- How are tourists using information technology to plan trips?</li> <li>- How can technology be used to create new ways to communicate with the visitor?</li> <li>- How to make better use of technology for information provision, tours, interpretation, IPODs</li> <li>- Evaluation of interpretation for cultural heritage – best practice</li> <li>- Interpreting the city                             <ul style="list-style-type: none"> <li>▪ What role does interpretation play in providing a quality visitor experience?</li> <li>▪ What do visitors expect from a visit to a museum?</li> <li>▪ How effective is this interpretation, are there better ways. Best practice models</li> </ul> </li> </ul>	<p>Access Accommodation Information project</p>



Theme	Research Sub-theme	Research Issues	Existing/ Proposed UTS Projects
		<ul style="list-style-type: none"> <li>▪ To facilitate the visitor experience to assist with transportation services (image)</li> <li>- Tourist information for taxi's to use</li> <li>- Communication issues for tourists</li> <li>- Communication issues between agencies</li> </ul>	
	<i>Benchmarking</i>	<ul style="list-style-type: none"> <li>- Benchmarking best practice nationally and internationally                             <ul style="list-style-type: none"> <li>▪ Best practice – precinct management, managing visitor perceptions, directional signage?</li> <li>▪ What makes one precinct more welcoming than another?</li> </ul> </li> <li>- What makes successful urban destinations or precincts?                             <ul style="list-style-type: none"> <li>▪ How to work cooperatively (overcome parochialism)</li> <li>▪ What is special about places?</li> <li>▪ Work for locals and tourists</li> <li>▪ Liveability = attractiveness</li> <li>▪ Experiences sought</li> <li>▪ Creating awareness of breadth of attractions</li> <li>▪ Best practice planning for precincts at the local level</li> </ul> </li> </ul>	
	<i>Product</i>	<ul style="list-style-type: none"> <li>- What are urban tourism assets?</li> <li>- How to develop indigenous product in urban areas? (identifying and evaluating appropriate resources)</li> <li>- What role do events play in attracting visitors including repeat visitation?</li> <li>- Would like a classification of precincts:                             <ul style="list-style-type: none"> <li>▪ What mix is required to create an attractive precinct?</li> </ul> </li> <li>- Inventory of existing tourism product and international comparison                             <ul style="list-style-type: none"> <li>▪ Identify new product</li> <li>▪ What are the opportunities for attraction development?</li> </ul> </li> <li>- How can the urban product be re-created/reinvented to remain attractive to the visitors?</li> <li>- Significance of certain tourism assets eg national parks within cities – what are the key assets</li> <li>- Better understanding tourist types and developing better packages</li> <li>- Service quality in related industries – determinants                             <ul style="list-style-type: none"> <li>▪ Understanding visitors' expectations (basis for education and training)</li> </ul> </li> <li>- What are the non-economic criteria for success?</li> <li>- How do the following elements affect how the product is experienced?                             <ul style="list-style-type: none"> <li>▪ Locals (host community)</li> <li>▪ Nature of tourism experience (mix)</li> <li>▪ Operator interaction</li> </ul> </li> <li>- Creation of a sense of place. How important is sense of place to attracting, retaining and marketing conferences?</li> <li>- How to create a greater connectivity between places in cities and facilitate a broader and more meaningful tourist experience.</li> <li>- What sort of revenue streams can be created form historic houses and museums?</li> </ul>	
<b>Design Issues</b>		<ul style="list-style-type: none"> <li>- Access issues for tourists moving around the city. In particular pedestrian traffic.                             <ul style="list-style-type: none"> <li>▪ For different market segments (including accessible tourism, NES backgrounds)</li> </ul> </li> <li>- What are the flow patterns of tourists how do tourists move around the city?</li> </ul>	Accessible Tourism Research Agenda

<b>Theme</b>	<b>Research Sub-theme</b>	<b>Research Issues</b>	<b>Existing/ Proposed UTS Projects</b>
		- How to redirect tourists to a range of precincts?	
<b>Economic Issues</b>		<ul style="list-style-type: none"> <li>- What is the value of culture and built heritage to urban destinations?</li> <li>- Economic value of tourism to LGAs? (partially answered)</li> <li>- Building a clear picture of just who the indirect stakeholders are</li> <li>- Connections of retail/taxis and other related industries to tourism</li> <li>- Economic importance of tourism in cities                             <ul style="list-style-type: none"> <li>▪ Tourism as an industry</li> <li>▪ Influence on overall development</li> </ul> </li> </ul>	
<b>Impact Issues</b>	<i>Economic</i>	<ul style="list-style-type: none"> <li>- Economic impacts of urban tourism. Benefits to local communities?</li> <li>- Economic impacts of different types of tourists</li> <li>- Economic impact of business events                             <ul style="list-style-type: none"> <li>▪ Outcomes of event leveraging</li> <li>▪ Benefits</li> </ul> </li> <li>- Impact of airline access and visitor numbers</li> <li>- What is the yield of the urban visitor?</li> </ul>	Accessible Tourism Research Agenda
	<i>Social</i>	<ul style="list-style-type: none"> <li>- What are the cultural barriers to tourists exploring precincts?</li> <li>- What is the interaction between locals and tourists?                             <ul style="list-style-type: none"> <li>▪ How does this interaction affect the visitor experience?</li> <li>▪ How can better interaction between tourists and the local community be created?</li> </ul> </li> <li>- How can the local community be educated to interact in a positive way with visitors?</li> <li>- What role do the local community play in influencing the decisions of the VFR market?</li> <li>- Conflicts                             <ul style="list-style-type: none"> <li>▪ Residents/tourists (Bondi, Coogee, Manly)</li> <li>▪ Conflicts amongst different users of the urban environment</li> <li>▪ What use conflicts occur on waterways?</li> </ul> </li> <li>- Social capital – effect of tourism on social capital is it increasing or depleting social capital</li> <li>- What are the social benefits from tourism. What infrastructure benefits are gained for the local community?</li> <li>- What is the contribution of urban tourism to social capital – impacts?</li> <li>- Local perceptions attitudes to tourists and tourism</li> <li>- Negative and positive impacts between tourism and the local interface</li> <li>- Social impact of back packers on local urban communities                             <ul style="list-style-type: none"> <li>▪ Illegal apartments for backpackers</li> </ul> </li> <li>- Enhancing visitor host relationships through the use of volunteers</li> </ul>	
<b>Experience and Behaviour Issues</b>	<i>Motivation</i>	<ul style="list-style-type: none"> <li>- What are the key motivators for urban tourists                             <ul style="list-style-type: none"> <li>▪ A deeper understanding of what attracts tourists to urban destinations. More depth than shopping, business, VFR etc.</li> <li>▪ Relative importance of these</li> <li>▪ What experiences are being sought?</li> <li>▪ To certain parts of the city?</li> </ul> </li> </ul>	

Theme	Research Sub-theme	Research Issues	Existing/ Proposed UTS Projects
	<i>Tourist Experience</i>	<ul style="list-style-type: none"> <li>- What is the urban tourism experience and who/what is part of it. What are the key elements?</li> <li>- How do different market segments experience the city?</li> <li>- What do tourists want to experience – what is most important?</li> <li>- Accessibility – of attractions, precincts</li> <li>- Communication</li> <li>- Quality – how do people experience the city</li> <li>- How does the dispersal of tourists influence tourists experiences?</li> <li>- Unique experiences – how can they be offered</li> <li>- Evaluating the tourist experience paying attention to the basics such as signage, getting around, basic services and facilities.</li> </ul>	<p>Tourism Precincts project</p> <p>Cultural Landscapes project</p> <p>Vision Impairment project</p>
	<i>Quality</i>	<ul style="list-style-type: none"> <li>- What is the impact of connectivity on the quality of the visitor experience?</li> <li>- National and international benchmarking of the tourist experience</li> <li>- ‘Global’ experience – is what we offer unique</li> </ul>	
	<i>Visitor expectations</i>	<ul style="list-style-type: none"> <li>- What is the gap between expectations and experience for example indigenous culture? Fish markets used an example of providing a wonderful experience.</li> <li>- What would visitors like to experience but is lacking in urban destinations?</li> <li>- What are visitor’s perceptions and awareness of different parts of the city?</li> <li>- What are the expectations of tourists and is the product matching expectations?</li> <li>- What are visitor expectations of interpretation in urban situation? <ul style="list-style-type: none"> <li>▪ How does this impact on the quality of the experience?</li> </ul> </li> <li>- What are visitor expectations of visitor information centres</li> </ul>	
	<i>Visitor behaviour</i>	<ul style="list-style-type: none"> <li>- How do tourists move through the city? <ul style="list-style-type: none"> <li>▪ Understand how tourists use different services eg taxis, coffee shops, corner stores</li> <li>▪ What activities do they undertake in precincts and what are their experiences in those precincts?</li> </ul> </li> <li>- What does the domestic visitor want to do in urban precincts? <ul style="list-style-type: none"> <li>▪ How can they be attracted including repeat visits?</li> <li>▪ Where are they from?</li> <li>▪ What makes them happy?</li> <li>▪ What are visitor perceptions of Sydney (Melbourne, Brisbane, Adelaide etc) and how can wrong perceptions be changed?</li> <li>▪ How do they use public services and infrastructure?</li> </ul> </li> <li>- What is the significance/importance of shopping as part of the tourist experience? <ul style="list-style-type: none"> <li>▪ What is a shopping experience?</li> <li>▪ What they buy?</li> <li>▪ What they expect?</li> <li>▪ What they want?</li> </ul> </li> <li>- Do repeat visitors behave differently to their first time visit?</li> <li>- What are the drivers of repeat visitation?</li> </ul>	
<b>Trends</b>		<ul style="list-style-type: none"> <li>- What are the global tourism trends and the implications</li> </ul>	

Theme	Research Sub-theme	Research Issues	Existing/ Proposed UTS Projects
		for product management and development? - General tourism trends - Business event trends - Emerging trends that impact on water based activities	
<b>Definitional Issues</b>		- Urban/tourist/visitor as basis for the agenda. The use of the term tourist/visitor is one better than the other. There are a variety of perspectives. What is appropriate? - Should the term visitor be used because it represents local, domestic and international visitors?	Accessible Tourism Research Agenda
<b>Most Important Issue from Participant's Perspective</b>		- What do tourists do in cities – how do they experience the city, the cultural and heritage aspects? - Ethical issues around tourists who want to contribute to local communities (Heritage Office) - Visitor experiences (Southern Cross) - What do people value most about the urban experience? (maritime authority) - Better educate people to deliver the experience – in all sectors (taxi Council) - Expectations of tourists of the urban experience: are expectations met and what are the gaps between expectations and experience? (Property Council) - Evaluation of service delivery, quality (Attractions Association) - Government leadership (Sydney Airport) - Economic impacts (SCVB) <ul style="list-style-type: none"> <li>▪ but more breadth and depth</li> <li>▪ more descriptive of the distribution of economic impacts</li> </ul> - What do visitors want from precincts and how should what precincts offer be promoted? - How to get around prohibitive signage restrictions? - Understanding way-finding, interpretation, and connectivity in cities. - What are the barriers for tourists in visiting different parts of the city? - What are the transport barriers that impact on the visitor experience? - What is the economic value of tourism including return on investment for urban centres in the greater Sydney area? - What are the transport barriers that impact on the visitor experience? - Quantifiable business outcomes of business tourism. - Non-economic KPI's – what are the non economic KPI's how can they be measured? - Natural Heritage as an attraction in cities. The information/communication delivery process. How do visitors access information, where from, how do they use this information. Perceptions of visitors, motivations, and destination choice? - What and why? - Visitor motivations and where heritage fits within visitor motivations <ul style="list-style-type: none"> <li>▪ What motivates visits in general?</li> </ul> - Differentiation – what makes the city experience distinctive, what creates the sense of place? - What are the public transport needs of tourists? - Global planning for local community and visitors – a	Urban Parks project  STCRC Megatrends project

Theme	Research Sub-theme	Research Issues	Existing/ Proposed UTS Projects
		metropolitan strategy - Projecting demand and infrastructure needs. - Trends in MICE sector and implications for future planning - Whole of government approach. Following through on actions. What are the impediments to cooperation and coordination? One stop shops for information...	

In spite of the wide range of specific issues raised, there was a high degree of consensus amongst industry stakeholders on some fundamental issues, and the need for research to be conducted at a deeper level was also emphasised. They stated that there is now sufficient information at a broad level such as purpose of visit, activities undertaken and broad economic impacts. Participants wanted more specific information about those who directly and indirectly benefited from tourism, why people choose certain urban tourism destinations, and what visitors actually do when they are in urban destinations. Improving planning practices at all levels was of major importance to industry participants and they perceived a lack of coordinated planning to be an inhibiting factor to the development of a quality driven and efficient urban tourism industry.

Accessibility was a recurring issue within a number of themes, including planning, design, economic impacts and experience and behaviour. Focus group participants wanted to better understand: how infrastructure could be used to improve visitor access for a range of market segments, including the accessible tourism market; the access challenges that visitors encountered when moving around an urban destination; what type of signage was required for different visitor groups that would assist them to move around an urban destination; how accessibility, or the lack thereof, impacts on the visitor experience; and the relationship between airline access, visitor numbers and the resultant economic impacts.

While not explicitly raised by focus group participants accessibility issues are intrinsically linked to the STCRC research program. Consequently there is an opportunity to link the Accessible Tourism Research Agenda (Darcy 2006) with the Urban Tourism Research Agenda to ensure that accessible tourism, in its broadest sense, is integrated into the urban context.

At the end of the general discussion about issues, focus group participants were asked to state what they perceived to be the most important research issue facing their industry or sector. A total of 19 issues were stated (with agreement between individual participants on some issues). These 19 issues reflected the range of issues discussed during the course of the focus groups.

Industry focus group participants were asked to rank the top 10 items identified in the Delphi study. The results are presented in Table 5 as a comparison with the academics' ratings in the Delphi study. This simple comparison does not indicate a high level of consensus between industry and academe regarding the main issues to be included in an urban tourism research agenda. However it must be noted that industry ratings reflect each participant's set of vested interests from the viewpoint of their particular industry sector. In contrast to Delphi participants, no items were ranked 'very' important. Experience and behaviour and destination development and management issues received higher industry rankings.

Overall, no items were ranked 'very' important by industry. Items ranked between 'important' and 'somewhat important' were the influence of transport on visitor access, urban tourism benefits, successful urban tourism criteria, behaviour patterns of tourists, and benchmarking. Items ranked between 'somewhat important' and 'neither important nor unimportant' were the impacts of tourists on the leisure experience of the local community, tourist use of cities, environmental impacts on urban destinations, carrying capacity, and visitor dispersal. Overall destination, development and management issues were more prominent in industry rankings. Accessibility in terms of moving around the city, between precincts and to urban tourism destinations was important to industry.

The authors noted that there was a general lack of understanding by industry of the research data available to them and of how to access research information. In some respects industry came across as 'information poor'. Therefore in the final workshop industry participants were asked how they would like research findings communicated to them. Responses included industry focused presentations, workshops, presentations made at industry conferences such as the local government and shire conferences, CDs, and online and printed fact sheets. However, much more needs to be understood about why this gap exists in order for academia to effectively and efficiently communicate research findings back to the industry.

**Table 5: Comparison of Industry and Delphi Rankings of Urban Tourism Research Issues**

Academic Ranking					Industry Ranking			
Rank Order	Theme	Issue	N	Mean <sup>ab</sup>	Theme	Issue	N	Mean <sup>ab</sup>
1	E&B	Examine how tourists use cities	12	1.5	E&B	Analyse the influence that transport to cities has on visitor access and numbers	24	2.5
2	E&B	Identify the patterns of behaviour of tourists in cities	12	1.6	I	Identify the benefits of urban tourism to the local community	24	2.5
3	I	Understand the environmental impacts currently occurring within urban destinations.	12	1.8	DDM	Identify the criteria for successful urban tourism destination development	24	2.5
4	SR	Analyse the influence that transport to cities has on visitor access and numbers	12	2.0	E&B	Identify the patterns of behaviour of tourists in cities	24	2.7
5	I	Identify the benefits of urban tourism to the local community	12	2.0	DDM	Identify national and international best practices for urban tourism	24	2.8
6	DDM	Identify the criteria for successful urban tourism destination development	12	2.0	I	Understand the impacts tourists have on the leisure experience, spaces and places of the local community	24	2.9
7	I	Understand the carrying capacity of urban tourism precincts	12	2.0	E&B	Examine how tourists use cities	24	3.0
8	I	Understand the impacts tourists have on the leisure experience, spaces and places of the local community	12	2.0	I	Understand the environmental impacts currently occurring within urban destinations.	24	3.2
9	SR	Examine the linkages between attractions and how they disperse tourists within urban tourism destinations	12	2.1	I	Understand the carrying capacity of urban tourism precincts	24	3.4
10	DDM	Identify national and international best practices for urban tourism	12	2.1	SR	Examine the linkages between attractions and how they disperse tourists within urban tourism destinations	24	3.6

<sup>a</sup> Lower scores indicate higher levels for each variable; <sup>b</sup> Scale Range 1 – 7 for each variable

## **A Strategic Approach to Urban Tourism Research**

Stages 1 to 3 of the project identified an extremely diverse range of issues, with varying perspectives on the relative importance of these. In Stage 4 it was the task of the project team to process this input and make judgements which reflected a broad consensus. To facilitate this task a conceptual framework, presented in Figure 2, was developed to assist the prioritisation of research projects on urban tourism that emerged from the agenda setting process. Each of the boxes encapsulates a key set of issues identified by participants in the

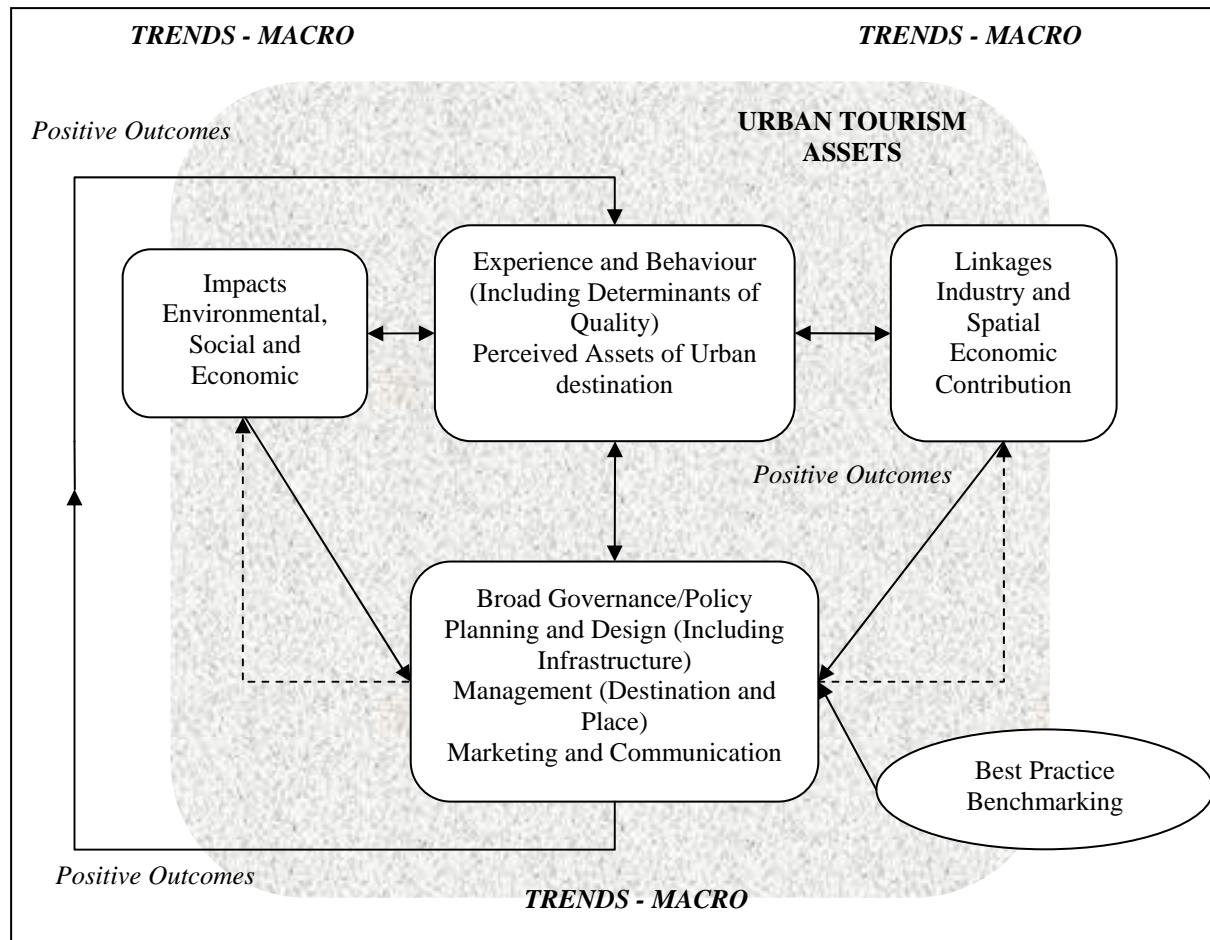
project. The overall framework, however, identifies the relationships between these sets and imposes a logical order in which these sets of issues could, or should, be addressed.

Experience and behaviour incorporate a key set of issues required for developing a better understanding of the urban visitor. This set of issues was consistently identified in all stages of the project as being central to understanding the impacts that occur in an urban destination and the key elements of the industry which serve the visitors' needs and meet their expectations. What are the key elements that make up the urban tourism experience, how are these elements experienced by the visitor, and what are the resulting impacts that arise which affect the visitor, the community and the destination? Experience and behaviour issues are linked to economic and spatial considerations of industry through product delivery and the economic benefits realised from visitors. Similarly, visitor experience and behaviour will influence governance and planning issues that guide infrastructure and management aspects at the urban destination. Benchmarking and best practice are seen to inform urban planning and governance practices such that urban tourism can function efficiently whilst providing a quality experience for the visitor.

Underlying the framework are the assets or resources of the destination on which tourism is founded, including the infrastructure and the natural and built environment, which are available for use by visitors and the industry within the destination. Again, visitors will have their own perceptions of what the assets of the urban destinations are and these may be both tangible (in the case of buildings) and intangible (the atmosphere).

The framework also highlights the need to recognise that one of the purposes of the research program emerging out of this project is to provide appropriate guidance on the governance of urban tourism destinations and specific assets within them. It equally recognises that this governance – policy, planning, design, management, marketing and communication activities – should be aiming to achieve positive outcomes with respect to: improved experiences for the visitors; reduction of negative impacts and greater net benefits for the host community; and improved functioning of the total, interdependent industry within the urban environment. Hence, while recommendations with regard to improved governance of urban tourism destinations must be informed by a fundamental understanding of visitor experiences and behaviour, impacts and industry linkages, they must also feed back to and influence these elements in a positive way. In essence these practices should be conceived as revolving around the long term maintenance and effective functioning of the assets on which urban tourism is based, but this is contingent on an understanding of what those assets comprise, what gives them value, how that value can be maximised and what threatens to diminish their value.

Figure 6: Conceptual Framework for Urban Tourism Research



## **Recommendations for Future Research**

This section articulates the research outcomes of the Urban Tourism Agenda into a key set of actionable research. The proposed research reflects the key concerns, issues and findings arising from the Urban Tourism Research Agenda process. As previously discussed, the framework imposes a logical order in which to address the research priorities. Therefore a strategic approach underpins the proposed research outlined below. The authors envisage an initial set of **foundation projects** in three broad areas:

1. urban tourism visitor experience and behaviour;
2. social and economic integration; and
3. visitor accessibility in urban areas.

Research in these areas would both drive the Urban Tourism Research Agenda and support and strengthen a proposed capstone project – governance and planning, and management of urban destinations.

## **Understanding Urban Tourism Visitor Experiences and Behaviour**

Because of their complex nature, cities can offer visitors a range of experiences, which may be unrelated or only partly related to particular tourist facilities or attractions. The idea that visitors might be attracted to a city because of its intrinsic nature rather than because of an aggregation of discrete attractions, and the implications of this for planning and marketing, have not been researched to date. The urban tourism research agenda project has identified that visitor experiences are not seen as a one-sided phenomenon. The interlinkages and interdependencies between the visitor, the community and the industry are intrinsic to understanding the experiences of the visitor.

Research aims could include the following:

- Explore the key motivations and expectations of people visiting Australian cities;
- Identify the key determinants of the quality of visitor experience overall and with specific (industry service and place) encounters within the destination;
- Examine patterns of behaviour, movement and the range of urban services that visitors use within urban destinations;
- Identify key differences between different types and groups of visitors to urban centres with respect to the first three aims;
- Explore the development of methods used in the project to be applicable for state and national statistical agencies; and
- Understand key information sources used by different industry stakeholders.

## **Identifying the Social and Economic Integration of Urban Tourism**

There is growing interest with the place of tourism in changing host culture and with issues such as globalisation, postmodernisation and cultural imperialism. A dialectic engagement takes place between host and visitors and the question is whether or not urban centres, originally designed to accommodate permanent residents and concentrations of economic and physical activity, in actuality face their own set of consequences. Emergent literature holds that a) the same impact can be perceived in different ways by different people and b) host communities are prepared to put up with temporary inconveniences and disruption given other positive consequences they are likely to receive. Particular emphasis is given to the manner in which visitation effects changes in both the visitor and communities: collective and individual value systems; visitor perceptions, behaviour and patterns; and community structure, lifestyle, and quality of life. To assist in understanding this complex visitor/host relationship proposed research involves understanding the perceptions and attitudes of urban host communities towards tourists and tourism. To form the basis of a more comprehensive evaluation of the economic contribution that urban tourism makes the aims here would identify the degree of integration of tourism with the urban economy. This could be achieved through the examination of industrial relationships serving the needs of urban visitors. A scoping of the range of impact issues that are likely to be of most concern to the host community will allow for concentration on the most pressing issues.

Research aims could include the following:

- Identify the range of impact issues that are likely to be of most concern to the urban host community.
- Determine the perceptions and attitudes of urban host communities towards tourists and tourism.
- Develop a picture of the services a visitor uses, the extent of that use, who they interact with and the nature of the service encounter in order to identify the degree of integration of tourism with the urban economy.



## **Evaluating Visitor Accessibility in Urban Centres**

Understanding the broader issues of visitor accessibility is paramount to positive visitor experiences and the tourism industry realising economic and social benefits. Implicit within accessibility are transport issues. However, assisting people to move within and between urban environments carries its own set of challenges that must be understood before access can be effectively planned and managed. Visitor accessibility is concerned with all tourism markets including seniors and people with disabilities who have been defined through accessible tourism. Access issues recognise that there are a series of structural barriers that may constrain desired or expected experiences in urban centres. With this in mind, the aim of this research would be to evaluate and assess the design features and facilities that assist access and movement through the urban environment, including urban national parks, through the lens of universal design principles. Proposed research in this area would incorporate all sectors of the tourism industry.

Research aims could include the following:

- How important is accessibility to emerging international tourism markets?
- What is the economic contribution to tourism of particular groups with accessibility needs?
- Are urban tourism precincts accessible/inaccessible and for whom?
- How accessible are our attractions?
- How well do the signage and symbols for key landmarks provide accessibility for visitors from non-English speaking backgrounds and various visitor groups?

## **Guiding Urban Tourism Destination Development and Management**

The ultimate purpose of an urban tourism research program is to provide appropriate guidance on the governance of urban tourism destinations and specific assets within them. This governance – policy, planning, design, management, marketing and communication activities – should be aiming to achieve positive outcomes with respect to: improved experiences for the visitors; reduction of negative impacts and greater net benefits for the host community; and improved functioning of the total, interdependent industry within the urban environment.

It is expected that the initial project would need to be progressed some way before proceeding with the research outlined below, which may be disaggregated and become more **targeted or strategic** in focus.

The outcomes of research in the foundation projects could feed back to and influence these elements in a positive way. In essence, these practices can be conceived as revolving around the long term maintenance and effective functioning of the assets on which urban tourism is based. Importantly, this is contingent on understanding what these assets comprise, what gives them value, and how their value can be maximised and what threatens to diminish their value.

Research aims could include the following:

- Identify criteria for successful urban destination and precinct development, including recognition of the range/mix of attractions/place and qualities/services required. (Note: this would be contingent on the outcomes of the foundation projects and include a review of ‘best practice’).
- Understand key communication channels used by different industry stakeholders.
- Developing ways to inventory and assess the value (direct and instrumental) of tourism assets within the urban environment. Effectively this could amount to developing a destination auditing process geared specifically to urban destinations. It may be multi-purpose, serving as a tool to evaluate and subsequently enhance current performance as well as enabling recognition of the unrealised tourism potential of some assets.
- To explore the development of methods used in the project to be applicable for state and national statistical agencies.

## **Users, Deliverables and Commercialisation Potential**

A crucial aspect of research is the identification of potential users, deliverables and opportunities for commercialisation. Users of this research would include tourism industry associations, government agencies, local government and precinct managers. Communicating the project can be achieved through online fact sheets, workshops, and presentations at industry conferences as research findings become available. Commercialisation opportunities include CD packages, functional toolkits for the recognition, performance monitoring, and evaluation of urban tourism destinations, and urban destination auditing templates. Academic outcomes may include journal publications, indicators which can be incorporated into other STCRC impact measurement tools, STCRC reports and bookshop publications.

## **APPENDIX A: PARTICIPANTS IN THE RESEARCH AGENDA PROCESS**

The projects in this report have been identified on the basis of data gathered through a series of workshops, focus groups and a Delphi study. This process involved representatives from a range of organisations that have an interest in the broad area of urban tourism. The following representatives participated in the Urban Tourism Research Agenda process by either participating in a focus group, workshop or Delphi study, as identified in the following table.

<b>Name</b>	<b>Organisation</b>
Allen Elisabeth	Tourism New South Wales
Andreatta Debbie	NSW Maritime Authority
Benckendorff Pierre	James Cook University
Bolinger Karen	Sydney Convention & Visitors Bureau
Bolton Chris	NSW Maritime Authority
Bowen Alex	Ministry for the Arts
Brown Murray	Heritage Office, Department of Planning
Buultjens Jeremy	Southern Cross University
Camenzind Anne	Meetings & Events Australia
Corbett Ken	Tourist Attractions Association
Cribb David	Charter Vessels Association
Crilley Gary	University of South Australia
Deery Marg	Sustainable Tourism Cooperative Research Centre
Dick Michelle	Sydney Opera House
Dickson Tracey	University of Canberra
Dimech Mark	Tourism and Transport Forum
Donnison Gary	National Tourism Alliance
Dwyer Larry	University of New South Wales
Edmondson Craig	Parramatta City Council
Edwards Deborah	University of Technology Sydney
Faulks Pam	University of Canberra
Flanigan Melanie	Historic Houses Trust of NSW
Fredline Liz	Griffith University
Fyall Alan	Bournemouth University, UK
Garrick Egle	Sydney Harbour Foreshore Authority
Griffin Tony	University of Technology Sydney
Harrison Howard	NSW Taxi Council
Hayllar Bruce	University of Technology Sydney

<b>Name</b>	<b>Organisation</b>
Hoysted Jack	Tourism and Transport Forum
Jago Leo	Victoria University
Kelly Ian	University of South Australia
Kerwick Silke	YHA NSW
King Brian	Victoria University
Kirby Greg	Flinders University
Knox John	Bus & Coach Association (NSW)
Krolikowski Christopher	University of South Australia
Lee Allan	Sydney Airport
Legrand Francoise	Tourism New South Wales
Mistillis Nina	University of New South Wales
Nolan Gregory	University of Tasmania
Owen Justin	Australian Hotels Association (NSW)
Raskall Phil	City of Sydney
Reid Sacha	University of Technology Sydney
Roberts Faye	Department of Planning
Roman David	Department of Environment & Conservation
Rowell Shelley	Sydney Harbour Foreshore Authority
Seagrove Caroline	Department of State and Regional Development
Shipway Richard	Bournemouth University
Small Katie	University of Western Sydney
Spearitt Peter	The Brisbane Institute
Wynne-Parry Todd	Property Council of Australia (NSW)

## APPENDIX B: ITEMS GENERATED AT THE CAUTHE URBAN TOURISM WORKSHOP

	Grouped Responses	Ticks
	<i>Impact issues</i>	
1	How do tourists impact on the leisure experience, spaces and places of the local community?	13
2	What are the benefits of urban tourism to the local community from tourism?	9
3	What are the key conflicts associated with the development of tourist precincts?	3
4	How do tourism precincts contribute to the quality of city life?	1
5	What is the rate of change and implications for local communities arising from urban tourism?	1
6	What is the carrying capacity and social fabric of urban tourism precincts?	1
7	Are urban identities established through or because of tourism?	0
8	What is the impact of world events on tourists in urban environments?	0
9	Can a positive urban tourist environment be created?	0
10	How can the legacy of events be maintained for cities?	0
11	What are resident's perceptions of tourists and tourism?	0
	<b>Total</b>	<b>28</b>
	<i>Experience and behaviour issues</i>	
12	How do tourists use cities and what are their patterns of behaviour?	14
13	What are the important factors (i.e. design) that provide quality of experience for tourists and the community in urban environments?	7
14	How do different types of tourists use urban space?	1
	<b>Total</b>	<b>22</b>
	<i>Destination development and management issues</i>	
15	How can the diversity of urban tourist experiences be maintained?	8
16	Are there cooperative planning models for precinct development?	5
17	What is the role of events within cities?	2
18	What is the effect of globalisation and homogenisation of goods and services on the differentiation of cities and subsequent visitor expenditure?	1
19	What constraints to infrastructure development affect urban tourism?	1
20	What are the criteria for successful urban destination development?	1
21	What is the evolution of tourist precincts – how do they develop?	1
22	How can the tourist potential of undeveloped urban precincts be identified?	0
23	What are the national and international best practices for urban tourism?	0
24	Is their value in monitoring the performance of urban tourism destinations?	0
25	Are national capital cities a distinct destination?	0
	<b>Total</b>	<b>19</b>
	<i>Spatial relationships issues</i>	
26	How can inclusive urban tourism spaces be created both physically and socially?	4
27	Is there a requisite mix of tourist precincts within a city?	3
28	Can models such as (central place, core/periphery, gravity model) be used to analyse spatial relationships and their relevance to the development of tourist precincts?	3
29	Is there a requisite mix of tourist activities and attraction clusters within urban precincts/cities?	2

**DEVELOPMENT OF AN AUSTRALIAN TOURISM RESEARCH AGENDA**

	<b>Grouped Responses</b>	<b>Ticks</b>
30	What are the site and situation factors that contribute to the development of urban tourism destinations?	2
31	What is the complementarity or supplementarity of different kinds of attractions in urban environments and precincts?	1
32	How does transport to cities influence access and visitor numbers?	0
33	How do the linkages between attractions disperse tourists within urban tourism destinations?	0
34	What is the relationship between urban space and tourist engagement?	0
35	How can network analysis be applied to urban tourism?	0
	<b>Total</b>	<b>15</b>
	<i>Design issues</i>	
36	How does urban design affect the healthy and safety of visitors and the community?	3
37	Should urban precincts be for tourists, locals or both?	3
38	What is it about an urban environment (i.e. ambience) that results in an urban environment attracting, repelling or having no particular meaning to tourists?	0
39	What future tourism trends will have implications for current urban design?	0
40	What are the impacts of physical space and design on tourist behaviour?	0
	<b>Total</b>	<b>8</b>
	<i>Economic issues</i>	
41	What is the economic value of cities?	4
42	How can urban tourism destinations increase visitor expenditure?	0
	<b>Total</b>	<b>4</b>
	<i>Definitional issues</i>	
43	What is a tourist precinct?	2
44	What is an attraction to urban tourists?	0
45	What is the perspective from which the research will be directed?	0
	<b>Total</b>	<b>2</b>
	<i>Methodology</i>	
46	What methods should be used for researching tourist experiences in urban environments?	1
	<b>Total</b>	<b>1</b>

## APPENDIX C: DELPHI RESEARCH AGENDA ITEMS BY RANK ORDER

Rank order	Theme*	Issue	N	Mean <sup>ab</sup>
1	E&B	Examine how tourists use cities	12	1.5
2	E&B	Identify the patterns of behaviour of tourists in cities	12	1.6
3	I	Understand the environmental impacts currently occurring within urban destinations	12	1.8
4	SR	Analyse the influence that transport to cities has on visitor access and numbers	12	2.0
5	I	Identify the benefits of urban tourism to the local community	12	2.0
6	DDM	Identify the criteria for successful urban tourism destination development	12	2.0
7	I	Understand the carrying capacity of urban tourism precincts	12	2.0
8	I	Understand the impacts tourists have on the leisure experience, spaces and places of the local community	12	2.0
9	SR	Examine the linkages between attractions and how they disperse tourists within urban tourism destinations	12	2.1
10	DDM	Identify national and international best practices for urban tourism	12	2.1
11	E&B	Identify the important factors that provide a quality experience for tourists and the community in urban environments	12	2.1
12	I	Examine how tourism precincts contribute to the quality of city life	12	2.2
13	DI	Identify the impacts of physical space and design on tourist behaviour	12	2.2
14	DDM	Assess how the tourist potential of undeveloped urban precincts can be recognised	12	2.3
15	E&B	Examine how different types of tourists use urban space	12	2.3
16	DDM	Identify the constraints to infrastructure development that affect urban tourism	12	2.3
17	I	Identify the key conflicts associated with the development of tourist precincts	12	2.3
18	DDM	Understand the transport activity that occurs within an urban destination	12	2.3
19	EC	Assess the economic value of urban tourism in cities	12	2.4
20	DEF	Determine what an attraction is to urban tourists	12	2.4
21	EC	Understand the economic activity currently being conducted within an urban precinct	12	2.4
22	SR	Evaluate the complementarity or supplementarity of different kinds of attractions to each other in urban environments	12	2.5
23	I	Identify urban resident's perceptions of tourists and tourism	12	2.5
24	DEF	Determine what a tourist precinct is	12	2.6
25	I	Identify the impacts of tourist interpretation and information in the urban environment	12	2.6
26	SR	Understand intra-urban tourist transport modes, patterns and experience	12	2.6
27	DDM	Evaluate the role of events within cities	12	2.7
28	DDM	Examine how urban precincts evolve into tourist precincts	12	2.7

<b>Rank order</b>	<b>Theme*</b>	<b>Issue</b>	<b>N</b>	<b>Mean<sup>ab</sup></b>
29	DDM	Examine whether there is value in monitoring the performance of urban tourism destinations	12	2.7
30	SR	Identify the site and situation factors that contribute to the development of urban tourism precincts	12	2.7
31	E&B	Understand the role of safety issues in tourist decision making about an urban tourism destination	12	2.7
32	SR	Determine if there is a requisite mix of tourist activities and attraction clusters within urban precincts/cities	12	2.8
33	EC	Determine ways in which urban tourism destinations can increase visitor expenditure	12	2.8
34	DI	Determine whether urban precincts can be developed for tourists, locals or both	12	2.8
35	SR	Examine how non-industrial inputs (eg, volunteer guiding services, taxi driver education) contribute to the success of an urban tourism destination	12	2.8
36	EC	Examine the way in which tourism contributes to the diversity of an urban centre's economic base	12	2.8
37	DI	Identify future tourism trends that will have implications for current urban design	12	2.8
38	DDM	Understand the power of theming (e.g. food, arts & culture, sport etc) in urban experiences	12	2.8
39	SR	Understand the relationship between urban space and tourist engagement	12	2.8
40	SR	Evaluate the relevance of models such as (central place, core/periphery, gravity model) for understanding the spatial relationships and their relevance to the development of tourist precincts	12	2.9
41	I	Examine the effect tourism has on the identity of urban precincts	12	2.9
42	DDM	Understand the effect of globalisation and homogenisation of goods and services on the differentiation of cities	12	2.9
43	DDM	Examine past tourism trends and their affect on future scenario planning for urban tourism	12	3.0
44	SR	Examine whether inclusive urban tourism spaces can be created both physically and socially	12	3.0
45	DDM	Identify policies to enhance issues in tourist intra-urban mobility	12	3.0
46	I	Determine how the legacy of events can be maintained for cities	12	3.1
47	M	Identify and evaluate methods for researching tourist experiences in urban environment	12	3.1
48	DDM	Identify cooperative planning models suitable for precinct development	12	3.1
49	I	Identify the rate of change and the implications of this change for local communities arising from urban tourism	12	3.1
50	I	Examine the way in which various entertainment mixes impact on the desirability of urban tourism spaces	12	3.2
51	DDM	Identify how the diversity of urban tourist experiences can be maintained	12	3.2
52	SR	Determine if there is a requisite mix of tourist precincts within a city	12	3.3
53	I	Identify the impact of urban cultures (such as the graffiti culture) in attracting (or not attracting) tourists to an urban destination	12	3.3
54	D	Determine the role of tourism in the historical evolution of cities or urban tourism	12	3.4

**DEVELOPMENT OF AN AUSTRALIAN URBAN TOURISM RESEARCH AGENDA**

<b>Rank order</b>	<b>Theme*</b>	<b>Issue</b>	<b>N</b>	<b>Mean<sup>ab</sup></b>
55	DI	Identify how urban design affects the health and safety of visitors and the community	12	3.4
56	E&B	Explore a range of high tech and high touch experiences that can act to humanise or de-humanise urban tourism environments	12	3.5
57	I	Understand the way in which the hierarchy of cities (e.g. world cities etc) impact on destination attractiveness	12	3.5
58	DI	Understand how an urban environment attracts, repels or has no particular meaning for tourists	12	3.6
59	SR	Determine whether network analysis can be applied to urban tourism	12	3.8
60	DEF	Understand the distinction between an urban tourist and a recreator	12	3.8
61	I	Understand the impact world events can have on tourists in urban environments	12	3.8
62	DDM	Assess whether national capital cities are a distinct destination	12	4.1
63	DDM	Understand the effect of globalisation and homogenisation of goods and services on visitor expenditure in urban tourism	12	4.1

<sup>a</sup> Lower scores indicate higher levels for each item; <sup>b</sup> Scale Range 1 – 7 for each item.

\*I - Impacts; E&B - Experience and behaviour issues; DDM - Destination development and management issues; SR - Spatial relationship issues; DI - Design issues; EC - Economic issues; DEF - Definitional issues; M - Methodology



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