

Tourism in Australia

Matt Smith with Professor Geoffrey Crouch

Recording length: 16'32

Audio file: <http://www.latrobe.edu.au/marketing/assets/podcasts/2012/121120-geoffrey-crouch.mp3>

Listen to the recording and answer the following questions by providing as much information as possible.

1. Globally, how important is the tourism industry? Support your answer with data.
2. Australia's source markets:
 - a. In the past, what were Australia's main source markets and what was the main obstacle to developing them?
 - b. What has contributed to the growth of Asia as Australia's new source market?
 - c. Which countries are currently the main focus for Tourism Australia?
3. As far as Australia is concerned, what are some tourist drawpoints mentioned?
4. Sydney vs. Melbourne:
 - a. Why is Sydney, and more broadly NSW, not adopting aggressive marketing policy?
 - b. What are Melbourne's big drawcards?
5. What is Australia's rank among national destinations?
What are the two reasons for this relatively low rank?
6. Sydney's strong recognition awareness encourages tourism. However, what is the main reason behind the region's weaknesses?
7. How does the airport issue hamper the growth of tourism in Sydney?
8. What draws tourists to Queensland?
9. Which of the following appeal most to visitors from Europe?
 - a. Sydney's tourist sites
 - b. Melbourne's cultural life
 - c. The Great Barrier Reef
 - d. Open spaces and vastness



Authentic Listening

10. What does the word eclectic mean in the context of individual tourism?
11. What effect might Oprah's visit have on inbound tourism from the US? Is there any correlation between the money spent on promoting inbound tourism and the effectiveness of the promotion campaign? Give at least one example to support your answer.
12. Which of the two tourism ambassadors was more successful: Paul Hogan or Lara Bingle?
13. True or False: The effect of an advertising campaign is possible to predict accurately.
14. Which of the following is not mentioned as an impact of tourism?
 - a. economic
 - b. environmental
 - c. political
 - d. cultural
15. How can tourism adversely affect the property market?
16. How can tourism protect wildlife in Africa?



I'll slip an extra shrimp on the barbie for you." ... the 'Come and say G'day' campaign from 1984 starring Paul Hogan helped put Australia on the minds of American tourists.



Lara Bingle and her 2006 'Where the bloody hell are you' campaign. The campaign received extensive press coverage, but it was soon deemed a failure and withdrawn.