PART B: EXTENDED RESPONSES

Refer to the sources on this sheet when answering Questions 7 to 9.

Impact of Natural Disasters on Tourism

SOURCE 1 — An extract from a trade website for travel agents

Natural disasters spark Indonesia's tourism

Grief tourism is growing in Indonesia with travellers not only visiting the country for its beaches, mountains, reefs and exotic culture, but also to witness its sufferings from the tsunami, earthquakes and volcanic eruptions.

Adapting to the new form of tourism, local travel agencies have added new tours through the buried villages, withered vegetation and refugee camps in the city of Yogyakarta.

'In the new volcano tour package, we'll take customers to explore the closest village to the peak and see how bad the devastation is,' said Edwin Ismedi Hinma, of the local tour agencies association.

Yogyakarta tourism fell 70 per cent after its last volcanic eruption, which also cancelled international flights for up to two weeks.

Source: Adapted from http://www.etravelblackboard.com, 21 December 2010

SOURCE 2 — A press release following the floods and Cyclone Yasi

Queensland recovery update

It is hard to imagine a more disastrous start to the year for the tourism industry in Queensland. The damage reports from the operators range from loss of infrastructure and access disruption to loss of business activity. How many hundreds of millions of dollars have been lost may never be known exactly but just about any operator in Queensland will testify that it is tough.

The key issues we are pursuing with the government are:

- The $10 million additional marketing commitment ($5 million Commonwealth and $5 million Queensland Government) is most welcome and most necessary, but in view of Yasi and prolonged media disaster exposure it will not be enough for the rest of the year.
- Cash flow is the most pressing issue for many operators in the state. Leaving businesses to fail or to struggle will ultimately result in a greater cost to the community and government through lost employment, lost economic activity, and lost tax revenue.

Source: Adapted from Queensland Tourism Industry Council, 'Queensland Recovery Update, 4 February 2011', http://www.qtic.com.au

SOURCE 3 — An article from an Adelaide news website

Conferences cancelled but tourism 'alive and well'

Queensland tourism is urging people to come to non-affected areas such as the Sunshine Coast and Cairns and not to cancel bookings.

Holidays and trips to many parts of Queensland have been cancelled, as well as conferences planned for this month. But Tourism Queensland CEO Anthony Hayes said, 'The vast majority of our tourism areas haven't been affected in any way — we're open for business.'

'Accommodation providers are fighting the misconception that the whole state is under water, which is simply not the case,' said Megan Magill, General Manager, Brands, for travel website Wotif.com.

Neil Scanlon, hotel chain Accor's regional general manager, admitted, '2011 will be a disaster when it comes to local, domestic tourism.' He believes that corporate business will bounce back fairly quickly, but tourism will be impacted by the flow on effect from the conference market.

This photograph cannot be reproduced here for copyright reasons.

Source: Adapted from D. Plater, 'Queensland ready for tourists after floods', *Advertiser*, 21 January 2011, http://www.adelaidenow.com.au
Photograph by Matt Harvey

SOURCE 4 — A table showing the number of domestic visitors to Queensland in 2010

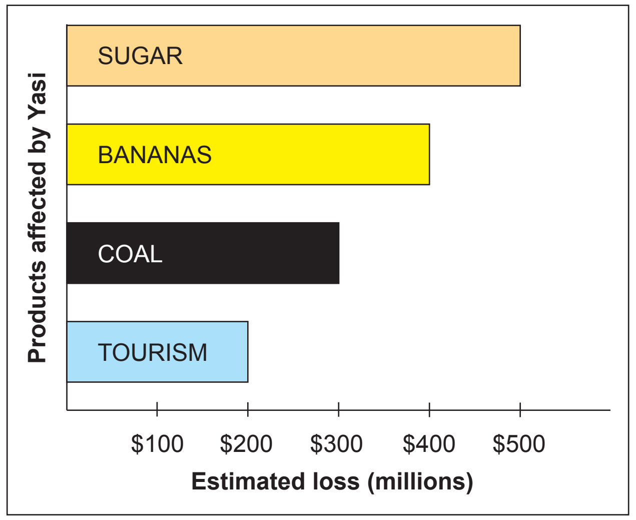
Tourism Queensland reports that, despite symptoms of the global financial crisis, there was a small increase in domestic travel overall, driven mainly by the business sector. Holiday travel eased slightly.

	Visitors	Annual Change	Average stay	Annual change
Total	15 960 000	-1%	4.4 nights	+2%
Holiday	6 969 000	-6%	4.9 nights	0%
VFR[1]	5 130 000	-1%	4.1 nights	+8%
Business	3 214 000	+7%	3.5 nights	+13%

[1]VFR: Visiting friends and relatives

Source: Adapted from Tourism Queensland, 'Domestic Tourism Snapshot', September 2010, http://www.tq.com.au/research

SOURCE 5 — A graph showing projected economic losses for Queensland from Cyclone Yasi



Source: Compiled from information on various websites, early February 2011

SOURCE 6 — A government statistical summary of the economic importance of the tourism industry in Queensland

Queensland tourism

Exporter

- Queensland's second largest export earner, behind coal.
- Earns $9.2 billion/year (4.3% of the state's Gross Product), of which $3.9 billion/year is from exports.

Employer

- Employs 122 000 Queenslanders (5.7% of Queensland's employees).
- There are 115 000 tourism-related businesses in Queensland (19.7% of all tourism-related businesses in Australia).
- Of these, 92% are small businesses employing fewer than 20 people.

Source: Adapted from Tourism Queensland *Annual Report 2009/10*

SOURCE 7 — Interviews with Murraylands local tourism business operators

(a) 'Tourists have delayed or postponed their planned holidays on the assumption that there was little or no water in the Murray.'

A local tour guide

(b) 'Exaggerated media reports played a significant role in discouraging tourists from visiting the region, and this has damaged our sustainability.'

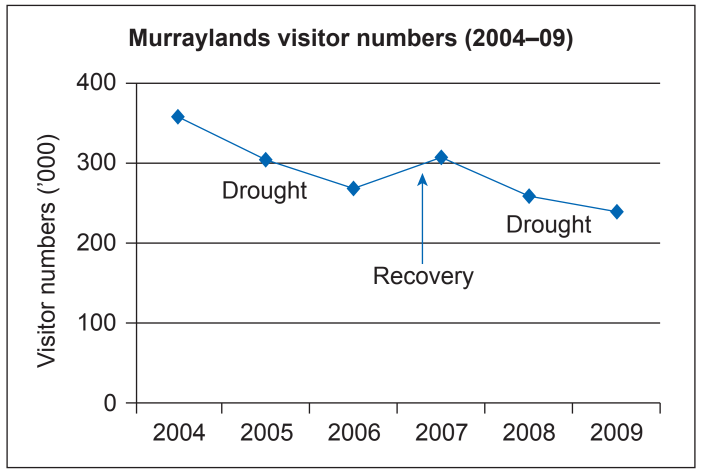
A local boat captain

(c) 'The drought had a positive and negative effect. Visitor numbers have increased because people have come to see the drop in water levels. Some have stayed away, some come to look.'

The supervisor in a local Visitors' Information Centre

Source: Adapted from investigative reports prepared by Year 12 students, October 2010

SOURCE 8 — A graph showing visitor numbers during recent drought periods in the Murraylands (a South Australian tourism region on the River Murray)



Source: Compiled from data in South Australian Tourism Commission, Murraylands Regional Tourism Profiles, http://www.tourism.sa.gov.au

SOURCE 9 — An article from the website of a national broadcaster

This passage cannot be reproduced here for copyright reasons.

Source: Adapted from Kristy Sexton-McGrath, *ABC News*, 17 January 2011, http://www.abc.net.au

SACE Board of South Australia

Sources to accompany the 2011 Tourism paper

Thursday 10 November: 9 a.m.