

Tourism in australia essay

[Business](#), [Industries](#)



I select the Great Barrier Reef as a destination in Australia that is best suited to establish a similar product as that in the story about Fiji. With the Great Barrier Reef, being one of the greatest wildlife sanctuary of vast marine species in the world, both local and foreign tourist will surely be get educated on its ecological integrity and its need to be protected. 1) What segments from the FLC do you expect to attract? From the FLC, I expect to attract the following segments: family households (parents with their kids, grandparents), pensioners, and young busy professionals who love nature. 2) If you had already established such a business, can you suggest a way of linking in with Rudd's economic stimulus money to marketing this? In order that such a business will be a success, I suggest that the government must be able to help in the promotion of the tourism industry by promotional advertisements in the locally and abroad. A substantial amount of budget must be given to the Tourism Department in order to do this.

It should be emphasized in the promotions that even locals can at the same time have fun and contribute to the growth of the country's economy by their support through their efforts in visiting tourist destinations like the Great Barrier Reef. 3) What other supporting tourism products will assist your product? Consider those elements from chapter 5 such as:-

Accommodation - Family friendly accommodations must be established.

Hotels should have themes supporting family activities for both parents and children, for young and old people. Great diversity in food offerings by different restaurants and local chains of fast food must also be available for it to attract the locals and worldwide tourists.

Transport - Ease of land, water and air transportation must firstly be taken into account.

Infrastructures and equipment must be readily available to support the influx of tourists.

The government once more can use some of the stimulus package as described to help improve and develop tourism in this specific

area. · Merchandise - Aside from the accommodating hotels, showcase areas like nearby malls and small to medium outlets must be in the outskirts to present or showcase locally produced products. Different souvenirs both expensive and not so expensive ones can be very helpful to attract would be tourists once those who experienced the visit to the tourist destination return to their areas of origin.

· Travel agencies - Travel agencies must be able to support economical tour packages and promotions like family and group tours. The government must also tap their services and resources in order to effectively promote local and foreign tourism by helping them financially through tax cuts or other financial incentives.