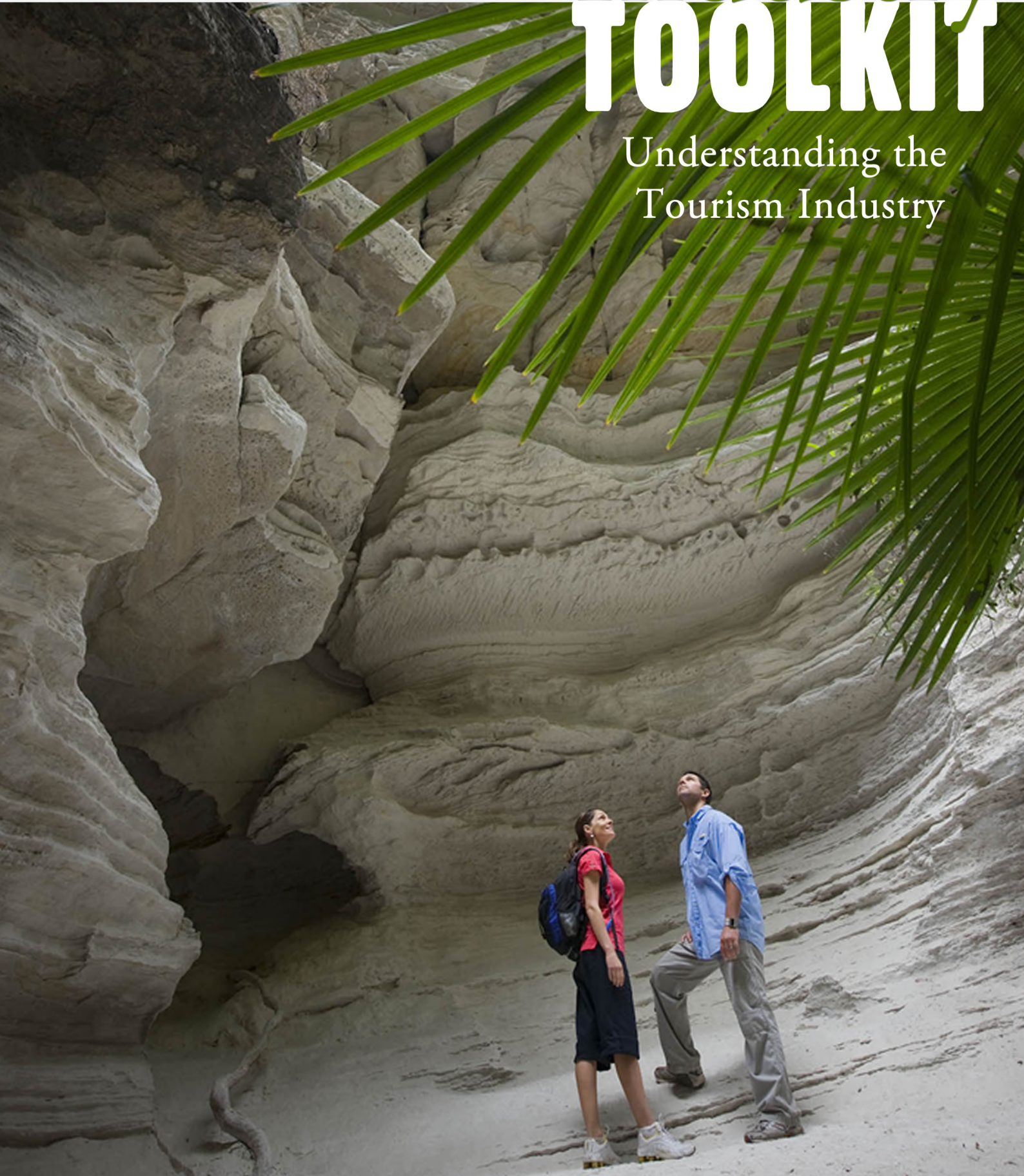




CAPRICORN  
ENTERPRISE  
Region of Innovation

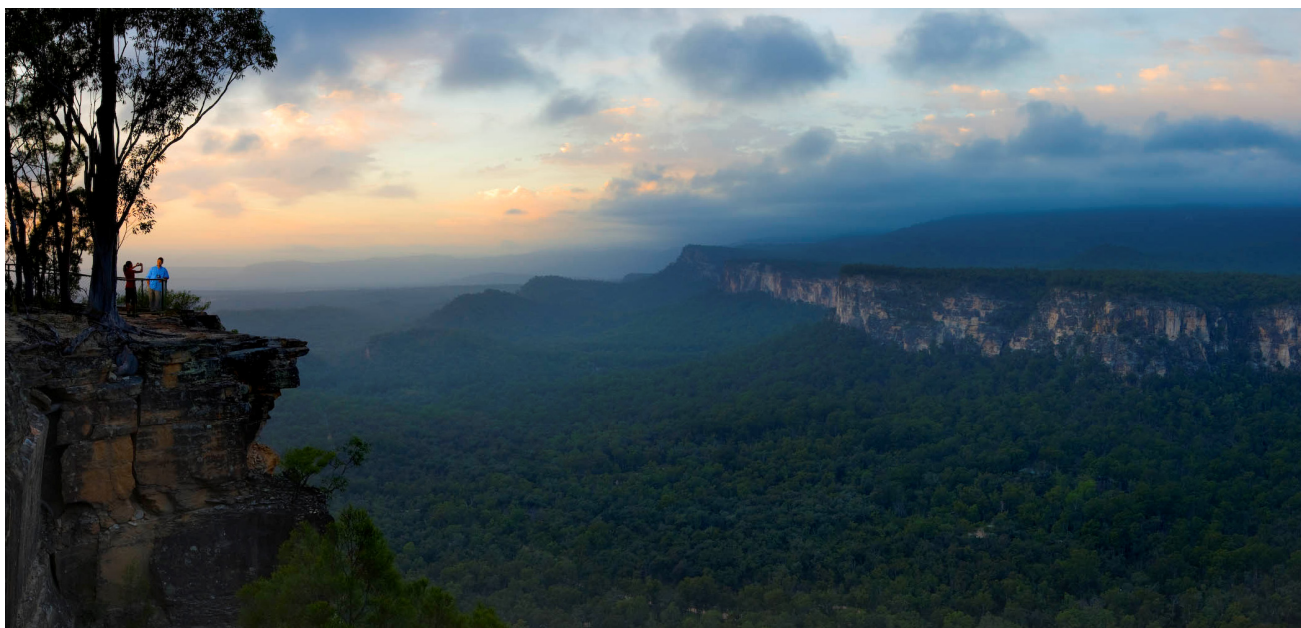
# Industry TOOLKIT

Understanding the  
Tourism Industry



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## Understanding the Tourism Industry

Tourism is defined as the “activities of persons travelling to and staying outside their usual environment for leisure, business or another purpose”. When Capricorn Tourism talks about tourists, we are referring to people visiting from outside the region. That is, domestic (intrastate and interstate) and international visitors. Their visit could include a stay in a hotel, discovering restaurants, visiting parks and attractions, going shopping, taking tours, attending an event or hiring a car.

Leisure tourists typically travel to Capricorn for a holiday, to attend an event or to ‘visit friends and relatives’ (known as VFR travel). Business tourists typically travel to the region for business related activities, conferences or events. Capricorn Tourism aims to attract each of these groups through targeted marketing campaigns, which also assists in the overall development of the region as a tourism destination.

Tourism is a major industry in Queensland, with domestic and international tourism contributing approximately \$8.1 billion annually to the State’s economy. Tourism in Queensland generates \$3.7 billion annually as an export earner, secondly only to coal exports. The tourism industry directly employs 103,500 Queenslanders or 5.6 percent of all persons employed.

Tourism can strengthen local economies by making them less reliant on traditional mainstream industries which are subject to commodity price fluctuations such as agriculture or mining.

### Queensland’s Tourism Industry – Who’s Who and Who Does What?

In Australia, tourism is promoted at different levels by national, state and local tourism organisations. In this section we look at the structure of the various organisations involved with the Queensland and Capricorn region tourism industry.

#### Tourism Australia (TA)

Tourism Australia is the National Tourism Organisation (NTO) of the Australian Government, which promotes Australia as a tourism destination internationally and domestically and delivers research and forecasts for the sector. Tourism Australia works closely with the state tourism organisations, on domestic and international campaigns.

The main objectives of Tourism Australia under the Tourism Australia Act 2004 are to:

- Influence people to travel to Australia, including for events;
- Influence people travelling to Australia to also travel throughout Australia;
- Influence Australians to travel throughout Australia, including for events;
- Help foster a sustainable tourism industry in Australia; and
- Help increase the economic benefits to Australia from tourism.

For more information, visit the website at [www.tourism.australia.com](http://www.tourism.australia.com).

## **Tourism Queensland (TQ)**

Tourism Queensland (TQ) is, as the name suggests, Queensland's State Tourism Organisation and is a statutory authority of the Queensland Government. TQ delivers tourism development and marketing initiatives through regional and whole-of-state activities. TQ takes a Destination Management approach, which involves partnerships with industry, government and community stakeholders.

TQ works closely with the state's 14 Regional Tourism Organisations (RTOs), which collectively represent approximately 5,700 Queensland operators. The RTO network is widely regarded as one of the most influential in Australia and has played a major role in Queensland's tourism success.

For more information visit [www.tq.com.au](http://www.tq.com.au)

## **Queensland Tourism Industry Council (QTIC)**

Queensland Tourism Industry Council (QTIC) is Queensland's peak tourism industry association. It is a membership based, not for profit association of tourism and related businesses, sectoral associations and Regional Tourism Organisations, and fulfils an overarching, strong, industry leadership role.

Each part of the industry framework is underpinned by visitors and residents whose support for tourism is essential for the industry to function.

For more information visit [www.qtic.com.au](http://www.qtic.com.au)

## **Local Government Authorities (LGA)**

With the widespread recognition that tourism is a major growth industry, there is increasing pressure on local government authorities to initiate, facilitate and support the development and promotion of tourism in their local area. At the same time, to be successful in achieving balanced development of tourism in any region, there must be substantial government involvement.

Involvement may include:

- assistance with strategic and regulatory planning,
- provision of visitor information centre resources and public infrastructure,
- direct financial support to large and small tourism organisations/projects (eg airports, community centres, convention centres etc),
- the provision of services and facilities such as roads, water supply, sewerage and public toilets,
- and much more.

Rockhampton Regional Council and Central Highlands Regional Council are the two local government authorities responsible for the Capricorn Region, to find out more on their involvement in local tourism visit [www.rockhamptonregion.qld.gov.au](http://www.rockhamptonregion.qld.gov.au) and [www.centralhighlands.qld.gov.au](http://www.centralhighlands.qld.gov.au).

## Regional Tourism Organisations (RTO)

Regional Tourism Organisations or RTOs (such as Capricorn Tourism) are partially funded by the Queensland Government to provide a link between local areas and State and Federal tourism authorities.

Capricorn Tourism is recognised as the peak tourism organisation for the Capricorn Region within Central Queensland, and works with partners, sponsors and members to:

- promote the Capricorn region as a desirable holiday destination within regional, state, national and international markets,
- ensure the community within the region has a high level of understanding of the benefits of tourism and,
- assist the facilitation of a strong, healthy and diverse local economy with emphasis on the development of new or expanded tourism enterprises for the region.

### Capricorn Tourism is responsible for providing:

- Destination management activities
- Member services (including industry advocacy and support, advertising, tourism product development, networking opportunities)
- Destination marketing activities and collateral
- Destination public relations and promotions (including the Visiting Journalist Program)
- Conference and event coordination and assistance
- Travel Agency services (through Capricorn Holidays – includes Visitor Information Centres, holiday bookings and packaging)
- Trade show representation and marketing activities

For more information on the services provided by Capricorn Tourism, please contact a staff member on +61 7 4927 2055, or visit the website at [www.capricorntourism.com.au](http://www.capricorntourism.com.au)

## Department of Employment, Economic Development and Innovation (DEEDI)

The Department of Employment, Economic Development and Innovation works to sustain employment growth through the key economic drivers of mining and energy, primary industries and fisheries, tourism, employment and regional development and trade.

Visit the website at [www.deedi.qld.gov.au](http://www.deedi.qld.gov.au) for more information.

## Regional Development Australia (RDA)

Regional Development Australia (RDA) is an Australian Government initiative that aims to bring together all levels of government to enhance the growth and development of regional Australia.

The RDA network has been established throughout Australia to provide a strategic framework for economic growth in each region. There are four key functions that underpin the role of the national network of RDA committees:

- Provide advice on consultation and community engagement;
- Regional planning;
- Promoting whole-of-Government programs, policies and initiatives; and
- Community and economic development.

The network will ensure that input is provided to the Australian, State and Local Governments on regional development issues and priorities; promote regions to secure sustainable long term jobs; promote investment and regional prosperity; and raise awareness of programs and services available to regional communities.

Visit [www.rda.gov.au](http://www.rda.gov.au) for more information.

## Useful Acronyms

APEC	Asia-Pacific Economic Corporation
ATDW	Australian Tourism Data Warehouse
ATEC	Australian Tourism Export Council
CHRC	Central Highlands Regional Council
CTDO	Capricorn Tourism Development Organisation
DEEDI	Department of Employment, Economic Development and Innovation
DMC	Destination Management Company
FIT	Free Independent Traveller
ITO	Inbound Tour Operator
LGA	Local Government Authority
LTO	Local Tourism Organisation
MICE	Meetings, Incentives, Conferences and Exhibitions
NTO	National Tourism Organisation
QTIC	Queensland Tourism Industry Council
RDA	Regional Development Australia
RRC	Rockhampton Regional Council
RTO	Regional Tourism Organisation
STO	State Tourism Organisation
TA	Tourism Australia
TAD	Tourism Assistance Database
TQ	Tourism Queensland
VIC	Visitor Information Centre
VFR	Visiting Friends and/or Relatives
VJP	Visiting Journalist Program

**The information outlined within this Toolkit has been sourced from:**

Tourism Australia – [www.tourism.australia.com](http://www.tourism.australia.com)

Tourism Queensland – [www.tq.com.au](http://www.tq.com.au)

Tourism New South Wales – [www.tourism.nsw.gov.au](http://www.tourism.nsw.gov.au)

Tourism Victoria – [www.tourism.vic.gov.au](http://www.tourism.vic.gov.au)

Department of Employment, Economic Development and Innovation – [www.business.qld.gov.au](http://www.business.qld.gov.au) and  
[www.deedi.qld.gov.au](http://www.deedi.qld.gov.au)

Australian Tourism Data Warehouse – [www.atdw.com.au](http://www.atdw.com.au)

Queensland Tourism Industry Council – [www.qtic.com.au](http://www.qtic.com.au)

Capricorn Tourism – [www.capricorntourism.com.au](http://www.capricorntourism.com.au)