



Ms Elisa Backer

Lecturer in Tourism
University of Ballarat

Biography

Elisa Backer is a Lecturer in Tourism at University of Ballarat. Prior to her present position, Elisa lectured at Southern Cross University in strategic management, marketing, and tourism. Before working in academia, Elisa acquired industry experience through working in management positions at three destination marketing organisations, and marketing those destinations both domestically and internationally.

Elisa has also worked as a tourism and marketing consultant, and has also managed the marketing for a large shopping centre complex. Elisa has a particular interest in destination marketing, and VFR travel and is now considered a leading world expert in the field of VFR travel. She has presented both domestically and internationally on VFR travel at conferences, as well as undertaken consultancies and published in leading international journals in the field of VFR travel.

Abstract

Monday, 17 August 2009

Consumer Research and Market Winning Insights

The emerging market in Australia in the wake of the economic crisis

Across Australia, a noticeable trend is occurring. In today's modern family, often both parents work, making it increasingly difficult for families to find time to get away for a holiday. When they do find the precious time, the broader population are keen to spend their limited time travelling to reconnect social links with family and friends. Coupled with this, is the present economic crisis.

Typically, regions throughout Australia are seeing historical key markets subsiding, and are scrambling for alternative markets to optimise. This issue has been made especially apparent based on in-depth qualitative interviews with RTO managers across Australia in early 2009. This research highlighted a strong trend towards beginning to recognise alternative forms of tourism in light of the economic crises affecting many regions throughout Australia and the world.

A/Prof Sue Beeton

Associate Professor in Tourism
La Trobe University

Biography

Sue Beeton is an Associate Professor in Tourism at La Trobe University, and is the author of numerous publications,

including "Tourism as a Tool for Community Development" and "Ecotourism, A Practical Guide for Rural Communities".

She is an international Board Member of the Travel and Tourism Research Association (TTRA), and past Board Member of the Victorian Tourism Operators Association (VTOA).

Prior to moving into academia, Sue worked on guided horseback safaris in the Victorian High Country and represented the interests of the adventure tourism sector to government as a Board member of VTOA.

Abstract

Monday, 17 August 2009

Destination Management - Policy & Development

Re-using Unusable Rural Infrastructure: From Rails to Trails

Rail Trails are multi-use trails based on disused railway lines that cross Australia, utilising a disused infrastructure resource.

Most have been developed with specific government seed funding, however little consideration is given to justifying how their maintenance will be supported.

This case study is of one of the most successful Rail Trails, the Murray to Mountains Rail Trail in Victoria. It is based on a longitudinal research study over the past six years that has looked at the economic contribution of the trail during times of natural disasters (the 2003 bushfires) and economic downturn, as well as the various activities of the users of the trail.

The aim is to identify the benefits of such rural infrastructure, in order to enable local communities to understand the value of supporting its ongoing maintenance and associated services.



Mr Nick Bolton

Director of Digital Marketing
Tourism Queensland

Biography

Since Nick ran his first live webcast in 2000, he has managed hundreds of online video productions for most of the top corporates in Australia and overseas.

With both the drive and experience required to truly illustrate the latent benefits in rich media, Nick has a real understanding of the key factors surrounding Internet Broadcasting. Specifically interested in the implementation of digital media publishing within an organization or beyond, Nick is also committed to content commercialisation and/or monetisation.

Nick has worked with Tourism Australia on the 'Australia' campaign and Australian Tourism Exchange, Tourism NSW, Tourism Tasmania and most notably with Tourism Queensland for the award winning EyeonQ campaign which saw 5,500 user generated pieces of content uploaded in 3 months

Nick regularly speaks locally and internationally, and is also a Corporate Presenter, Actor, and Film and Theatre producer.

Abstract

Monday, 17 August 2009

Tourism Online – Marketing & Distribution

Online video in the context of tourism marketing

The tourism market consists of a global audience, with a disposable income, with an adventurous free spirit and relying heavily on recommendation, yet has a multitude of local destinations to choose from.

This presentation will look at how online video and social media work so well for the tourism markets and provide case studies and practical and technical advice to reach this dispersed audience.



Dr David Beirman
Director
Struan & Associates
Tourism Crisis and Recovery Specialists

Biography

Dr. Beirman is a tourism destination master planning, crisis and recovery marketing specialist. He has over 28 years hands-on experience of the travel industry and extensive experience in destination management and marketing. He has been involved in crisis and post-crisis tourism recovery projects for the governments of Israel, the Philippines, Kenya, Australia, Fiji and Trinidad and Tobago. He has been a major and keynote speaker on the subject of tourism crisis and recovery marketing at academic and travel industry conferences throughout Asia, Australia, Fiji, USA, Kenya, Canada, Israel and the Caribbean.

In 2007 The University of Technology Sydney contracted Dr Beirman to lecture in Strategic Management in Tourism, Industrialised Tourism Systems and Destination Management at undergraduate and postgraduate level. In 2008 he was contracted to develop a range of tourism management courses for the Blue Mountains Hotel School and the Australian International Hotel School which he began teaching in July 2009.

Beirman specialises in developing strategic and contingency marketing plans for destination marketing organizations and associated government and private sector stakeholders to manage crisis events and expedite market recovery. He is the author of "Restoring Tourism Destinations in Crisis – A Strategic Marketing Approach" published 2003 in the USA, UK and Australia.

Abstract

Tuesday, 18 August 2009

Tourism Futures Topline

Planning for and responding to Crisis

The concept of tourism resilience has been adopted as an ongoing theme by the UN World Tourism Organisation in responding to the challenge of the global economic downturn. Resilience covers far more than surviving an economic threat.

The tourism industry is certain to face many future crises and challenges. At the heart of dealing with these challenges, all tourism businesses and government tourism authorities need to incorporate contingency management as an essential element of management skills.

Contingency management requires more than written manuals. It requires drills, practice and simulation in order for tourism enterprises and authorities to be fully prepared to meet the challenges of the future.

We need to understand that a crisis can be both actual and perceived. Consequently we need to be prepared to manage the reality as well as the perception of a crisis situation.

Tourism will face crisis events resulting from management failure which are internally preventable. However many tourism related crises are likely to occur as a result of circumstances beyond the control of management. Terrorism, sea piracy, natural disasters, cyber and data attack, epidemics, crime waves, economic shocks, political instability will be with us in the years ahead. We also have the more insidious but ominous threat posed by climate change which is likely to have a major impact the entire infrastructure of tourism as we know it. This presentation will examine the key strategies to prepare for and respond to the crises of the future.



Mr Matthew Cameron-Smith

General Manager – Trade Marketing
Tourism Australia

Biography

Matthew Cameron-Smith has the role of General Manager, Trade Marketing for Tourism Australia. In this role, Matt is responsible for leading the development and implementation of marketing strategies and programs concerning trade and partnership relationships, trade events, global distribution and experiences development. Matt has previously held the role of Manager, International Operations based in Sydney after returning from a two-year posting as Director of Distribution and Partnership Development for UK/Europe, based in London. Prior to joining Tourism Australia Matt held various commercial roles within the industry working in UK/Europe and Australia including Director of Business Development – Leisure for Amalgamated Holdings (Rydges Hotels and Resorts) and sales management positions with Dreamworld and South Bank Parklands.



Mr Mike Cannon
Executive Director
Assoc of Australian
Convention Bureaux Inc

Biography

After twenty-two years developing high tech special interest tours and corporate events through his firm Cannon's Australasia, Mike accepted the position as Executive Director of the Assoc of Australian Convention Bureaux (AACB), joining the organisation in 2000. Mike began his career with TAA in P/NG, and later spent time with Qantas, then Dalgety Travel as Manager of Victoria. A founding member of the NTA, he has served on the board of ITOA/ATEC with one year as Chairman and was a member of The Tourism Minister's Advisory Council (driving the needs of the Bureaux and business events industry). Mike was raised in Kenya, Uganda and P/NG, and is a graduate of Harvard Business School's Owner/President Management Program.

Abstract

Monday, 17 August 2009

Business Events Tourism

What are the Convention Bureaux of Australia doing to keep the Business Events industry buoyant in this Global Economic Crisis?

Domestically, their focus lies in keeping the considerable Australian conference business rotating and in the country. That is a feat in itself. However, the international potential is another story with 300 million potential business visitors living within 14 hours flying time to Australia. So the billion-dollar question is: What are they doing individually, and as a collective, to entice even a fraction of that market to our shores, turning the GFC into a GFO (Global Financial Opportunity)?



Dr Kelly Cassidy
PHD Student
CRC Tourism

Biography

Kelly completed her PhD study on Strata Title Management in 2007. She has also worked on related projects funded by the *Sustainable Tourism* CRC in the same area. Kelly gained her Master of International Tourism and Hospitality Management (First Class Honours) degree from Griffith University in 2003. Kelly has worked as a tutor at Griffith University and a lecturer in travel and tourism at Gold Coast College of Business, Northern Territory University and Victoria College in Melbourne. Prior to her work in tourism education, Kelly's industry experience included employment with travel wholesalers Indah Travel, Pacific Island Holidays and Swingaway Holidays and international corporate/groups consulting with Harvey World Travel. Her academic papers on strata title management have appeared in the *International Journal of Hospitality Management* (2007 and 2008) and she is lead author of a forthcoming book chapter, presenting the Australian perspective in a book entitled *Multi-Owned Housing: Law, Power and Practice*.

Mr Chris Chambers

Director of Digital Marketing
Tourism Queensland

Biography

Chris Chambers is the Director of Digital Marketing at Tourism Queensland. Tourism Queensland is the state tourism authority for Queensland. Chris and the Digital Marketing team are responsible for promoting Queensland's tourism products and destinations to a global audience via digital platforms.

Key responsibilities of the team include:

- Ensuring Tourism Queensland's suite of approximately 50 consumer websites are reflective of the Queensland holiday experience and evolve to meet the needs of those interested in holidaying in Queensland
- Ensure that Tourism Queensland marketing efforts are effective through measurement, accountability and refinement of Digital Marketing opportunities.
- Managing the Australian Tourism Data Warehouse (ATDW) subscription program for eligible Queensland tourism products.
- Developing tools and engaging content that maximise exposure for Queensland. Tools and content which Tourism Queensland has developed to achieve this include development of podcasts, User Generated Content opportunities, use of RSS feeds, e-newsletters, e-brochures and activity on YouTube, Twitter and facebook.

Abstract

Monday, 17 August 2009

Tourism Online - Marketing & Distribution

The Islands of the Great Barrier Reef: A digital perspective

Tourism Queensland's "Best Job in the World" campaign for the Islands of the Great Barrier Reef attracted global attention.

Through this presentation Chris will outline key digital marketing learnings from the campaign. Including campaign contextual information on:

- User Generated Content
- Online marketing placements
- Social Media
- e-mail marketing



Tony Charters

Principal
Tony Charters and
Associates

Tony Charters is the principal of Tony Charters and Associates. He holds various executive positions on international and national tourism peak bodies and provides representation and strategic advice on tourism industry development. Tony has a thorough understanding of the tourism network of government, private sector, not for profit and industry organisations which provides him with unique skills in representing the interests of organisations to key stakeholder and regulatory bodies.

Tony also convenes industry conferences driven by policy agendas and relevant current industry issues. He continues to successfully convene the Tourism Futures Conference (2002-2008) and has also convened many national and international conferences for Ecotourism Australia and others.

He has contributed significantly to the development of more sustainable practices and professionalism within the industry and has been a leading commentator on issues of tourism development and protected area management.

Tony has a history of innovation and success conceiving and contributing to leading edge projects that have pushed the boundaries of protected area management and sustainable tourism.



Mr Anthony Climpson

Tourism Destination Manager
New Forest, England

Biography

Grew up in a small village on the southern edge of the Gloucestershire Cotswolds.

Trained as an artist and designer, working in polythene recycling, sales, publishing and listing magazines before being seduced by tourism. Established Dorset's first county tourism service in the early 1980s before becoming Destination Manager in the New Forest where he's been for the last twenty two years. He is totally focused on local inclusion and sustainability in tourism.

Founder of the New Forest Tourism Association and the VICE model for sustainable destination management. Past President of the Tourism Management Institute and has participated in many national tourism policy and reform activities.

Achieved National Beacon Status for the New Forest in the promotion of sustainable tourism in 2004. International winner of the Best Destination and Best Personal Contribution in 2007 Virgin Holiday World Responsible Tourism Awards. Awarded OBE in 2005 for services to tourism. Keen musician and cricketer.

Quoted in Leisure Week in 1990 as saying "We have to make sure we stop the multinationals from taking over (tourism) and turning everything into a homogenous grey mass".



Mr Andy Crowther

Consumer Advocate
Those Best Placed

Biography

The rise and rise of the principles of Ecologically Sustainable Development (ESD) in response to the world community's deep concern over the environment now sees this world wide revolution referenced in over 50 Acts of Parliament in NSW alone.

Social commentators ranging from Australia's Prime Minister, to several Justices of Australia's Courts have endorsed ESD as a "paradigm shift". Andrew Crowther was so compelled by

these paradigm pioneers he "bought the company".

Those Best Placed are Consumer Advocates whose business name alludes to the statutory objective for all Australian Governments under the Principles of Ecologically Sustainable Development (ESD) in NSW and QLD, to "...enable those best placed to maximise benefits or minimise costs to develop their own solutions and responses to environmental problems."

Andrew is in no doubt the ESD revolution is in the process of reforming both public and private sector triple bottom lines for the better and forever, by making our economy a subset of our society, and our society a subset of our environment.



Mr Michael Curtis

International Business Development
Manager
Gold Coast Airport

Biography

Michael Curtis is an Experienced Business Development Executive.

Employed by QLD Airports Ltd, Michael is responsible for international route development and airline relationship management at Gold Coast Airport. Previous to his current position, Michael has strong Australian destination experience in product development, leisure trade wholesaling and online distribution, hotel and resort sales & marketing.

Previous employment positions:
Director of Leisure Sales - Australia at Rydges Hotels & Resorts
National Sales Manager - Domestic & Inbound at P&O Australian Resorts
Specialties: Specialising in strategic planning and marketing for Australian tourism destinations and products

Abstract

Monday, 17 August 2009

Destination Management - Policy & Development

The rise of Low Cost Carriers and their impact on regional destinations

As the gateway to Australia's number one tourist destination, Gold Coast Airport is firmly focused on marketing to the leisure traveller – fitting perfectly with the airport's branding as "Australia's Low Cost Hub". In the past 2 years, the recent additions of Jetstar International, AirAsia X and Tiger Airways have helped further the airport's goal of becoming the low cost carrier hub for Australia.

Gold Coast Airport is committed to providing "All-of-destination" support for new airlines flying to the Australia's tourism capital.

The strength of the airport's destination approach to marketing is supported by the local Tourism organisation – Gold Coast Tourism, The Queensland Government through Tourism Queensland and Tourism Australia.

Strong Asia Pacific aviation and travel industry relationships are used to support ongoing success of airline partners. Gold Coast Airport has a team approach to the co-operative marketing with airlines to achieve ongoing savings in marketing expenses and advertising.

Mr Craig Davis

CEO
TakeABreak

Biography

Craig Davis is CEO of TakeABreak.com.au. Craig is responsible for the operations of the company; which sees him managing activities as diverse as customer service, servers and networks,

interface design and ease of use, search engine optimisation, and planning and testing new systems built by the development team.

Craig's background is diverse and not one you would usually expect to find in a tourism-oriented company, as he holds a PhD in physics and prior to founding TakeABreak he held a senior position in the Defence Intelligence Organisation. Craig believes that the general aptitudes and experience he gained working in these arenas have given him the ability to rapidly understand and work with new ideas and new technologies, which is critical in the fast-moving world of internet business.

Craig also brings a deep commitment to creating a business that is a great place to work, as well as sustainable and profitable.

TakeABreak.com.au was recognised for these efforts with a "Highly Commended" at the 2007 National Work and Family Awards.

Abstract

Monday, 17 August 2009

Forum to be confirmed

The Online Revolution for boutique and regional destinations TakeABreak is Australia's leading independent online supplier of boutique accommodation.

The site currently has 11,000 properties listed including farmstays, B&Bs, guest houses, campgrounds and even houseboats, lighthouses and caves!

Discussion of online developments tends to focus on the impact on big city destinations, but what about regional destinations and boutique products? This presentation will include comprehensive statistics supporting TakeABreak's position that the opportunities for regional destinations are even bigger than for cities.

We will also discuss the unique challenges of marketing regional and niche destinations and products, providing strategies and practical measures that regional tourism bodies and individual operators can pursue to take advantage of the new opportunities.

Ms Sandy Dhuyvetter

Executive Producer
TravelTalkMEDIA

Biography

Sandy Dhuyvetter is the founder and inspiration behind Celestialink, LLC, and the TravelTalkMEDIA companies. Celestialink's name originated from Sandy's mother whose name was Celeste. The company, like its name suggests, has reached out to the world to globally connect listeners and viewers to the experts and world leaders in every field of travel and lifestyle.

Ms. Dhuyvetter believes that international travel and tourism constitute a huge economic engine capable of paving the way to increased opportunities for countries and their people. She also believes women are one of the major driving forces behind tourism and she enjoys highlighting those countries that applaud and honour their women as an integral foundation of the society.

Abstract

Monday, 17 August 2009

Forum to be confirmed

Global Branding and Promotion Using New Media

Recognized as a leader in the industry, TravelTalkMEDIA is highly involved with many professional travel organizations, including the following:

- Africa Travel Association
- American Bus Association
- American Society of Travel Agents

- American Tourism Society Center for Disease Control
- Department of Homeland Security
- International Institute for Peace Through Tourism
- National Business Travel Association
- National Tour Association
- Pacific Asia Travel Association
- Tourism Cares for Tomorrow
- United States Tour Operators Association
- Universal Air Travel Plan
- World Trade University
- World Travel & Tourism Council
- World Summit of Young Entrepreneurs of the United Nations

TravelTalkRADIO, TravelTalkNEWS, and TravelTalkTV were founded upon the belief that:

Connecting our audiences and clients to the experts in the tourism industry is the foundation for creating open and effective communication between cultures.

Travel and Tourism serve as a critical catalyst for building international trade. Global commerce and multi-national business partnerships foster harmony and peaceful co-existence in the world.



Ms Joyce DiMascio
Head of Business Events Australia
Tourism Australia

Biography

Joyce DiMascio was appointed to Head of Business Events Australia at Tourism Australia in April 2007. She has an extensive background in marketing across tourism, business end major events in both the private and public sector. She was Director of Marketing Communications for Tourism New South Wales - responsible for the Sydney 2000 Olympic Games program.

She was a press secretary to two NSW Premiers and a lobbyist for Tourism

and Transport Forum (TTF) Australia. Joyce has been leading Business Events Australia's work to position Australia as a sustainable business events destination. This work has received an industry award at AIME 2009.



Dr Alexander Dingeldey
Researcher

Biography

Born 19/05/1974 in Munich, Germany

Academic Life:

- 2000 Dipl.-Kfm. (MBA) Uni Regensburg
- 2001 Dipl.-Wirtschaftsinf. (Master of Applied Computer Science) Uni Regensburg
- 2008 Dr.phil. (Ph.D.) Geography - Uni Regensburg

Business Life:

- 1997-2002: Employed Business Consultant for Tourism Companies
- Since 2003: Partial owner and Chairman of "Dres. Klaus und Alexander Dingeldey, Business Consultants, Zell am Ziller, Austria"

Several Projects for the different companies and organisations in the Tourism Industry

Abstract

Monday, 17 August 2009
Sustainability & Climate Change

The impact of the Climate change on the Alpine Tourism: A High Resolution Simulation System in the German and Austrian Alps

The tourism research group with in the the GLOWA-Danube project which is funded by the BMBF (German Federal Ministry of Education and Research) has developed a high resolution model to forecast the tourism demand within

climate scenarios in the upper Danube Catchment, with a special focus on the Bavarian and Austrian Alps. Simulation runs of the current IPCC Scenarios are done. The presentation will consist:

- A short introduction in the Model and the Scenarios
- Results of the Model:
- Which regions will suffer from winter/skiing tourism
- Which regions still have winter/skiing tourism
- Which regions will profit from a warmer climate in the Summer
- Which regions will suffer from water shortage
- Implications on the Tourism Industry
- Possible Extension of the Model to other Regions



Greg Duffell

President & CEO
Pacific Asia Travel Associations

Biography

Greg Duffell joined PATA as the Association's President & CEO on February 1st 2009. He has a sound working knowledge of PATA - having first joined the Association in 1989.

Greg joined PATA from Bangkok-based Indochina Services Travel Group where, as CEO, he grew revenues from US\$23m to almost US\$50m in just under three years. His responsibilities covered operations in Vietnam, Cambodia, Laos, Myanmar, Thailand and Indonesia.

His extensive experience in the travel and tourism industry also includes the role of General Manager-Worldwide Network for the Thomas Cook Group, where he developed and implementing internet e-commerce solutions across 120 countries and 3000 agencies.

He was also Regional Director - Asia Pacific for Budget Rent A Car, overseeing the opening of 200

franchise offices over an 11-year period.

After serving in the Royal Australian Air Force as a pilot he built a career in business development living and working in Australia, the Middle East, UK and US. He has lived in Asia for the past 20 years and speaks a number of Asian languages - including Thai.



Biography

Craig Dunstan has a degree in Business Management, Tourism & Hospitality from the University of South Australia.

Craig is a Business Manager for the Destination Development team of the South Australian Tourism Commission where he works with Airlines and Airports to increase aviation access into and with South Australia.

Craig has a keen interest in the LCC model and how it is faring in today's ever changing global environment, and as part of his role with the SATC he has worked on such projects as the launch of Tiger Airways' second base out of Adelaide.

Abstract

Monday, 17 August 2009

Destination Management - Policy & Development

The Emergence of Low Cost Carriers. Changing The Face of Australian Tourism Forever.

Investigating the success of the Low Cost Carrier (LCC) phenomenon from

its inception within America in 1959, then to the world stage and eventually Australia in late 2000.

Specifically:

- The LCC model and why it is so effective.
- Specific aspects of the LCC approach to cost saving.
- The sustainability of LCC's in the Australian marketplace, using South Australia as a test case.
- How LCC's affect legacy airlines, and how these airlines have responded to this change.
- The target demographics of the LCC market.
- Opportunities for the future.



Biography

Clive Dwyer has had over 25 years experience in the events and tourism industry, specialising in Brand Management, Product Development, Destination Marketing and Major Events.

His previous roles include Marketing Manager at Mt Buller Ski Resort, General Manager, Product Marketing at Tourism Victoria, delivering the acclaimed 'You'll love every piece of Victoria' Jigsaw campaign and major events program.

From 2003 to 2006, Clive was Tourism Marketing Manager for the Melbourne 2006 Commonwealth Games, the most successful Commonwealth Games ever held, attracting over 120,000 visitors to Melbourne.

Clive is the Director of Business Development for the Melbourne Convention and Exhibition Centre

(MCEC), the largest combined convention and exhibition centre in Australasia and includes the recently opened, 6 star green star rated Conventions Centre.



Biography

Larry Dwyer, Qantas Professor of Travel and Tourism Economics, University of New South Wales, Sydney, NSW 2052, Australia.

Peter Forsyth, Department of Economics, Monash University, Clayton, Victoria 3800, Australia.

Ray Spurr, Centre for Tourism Economics and Policy, University of New South Wales, Sydney, NSW 2052,

Serajul Hoque, Economic modeller, Centre for Economic Policy, Monash University

Abstract

Monday, 17 August 2009

Forum to be confirmed

Measuring the Carbon footprint of Australian Tourism

This paper explores the issues in developing the carbon footprint of Australian tourism, where this indicates the greenhouse gas emissions from tourism industry and related activity. The scope of tourism consists of the economic activities defined as 'tourism characteristic' and 'tourism connected' as defined in the Australian Tourism Satellite Account. Two approaches are employed and contrasted- a 'Production Approach' and an 'Expenditure Approach'. The rationale for each approach is explained.

The Carbon Footprint has been estimated for 2003-04, the latest year for which detailed industry GHG

emissions data are available in a form suitable for this type of estimate. Tourism's carbon footprint is compared with other industries in the Australian economy. The policy implications of the results are discussed. The method adopted can be used for any destination with a Tourism Satellite Account enabling tourism stakeholders to play an informed role in assessing appropriate climate change mitigation and adaptation strategies for their destination.

Biography

Claire Ellis is Director, Infrastructure &



Dr Claire Ellis

*Director of Infrastructure and Industry
Development*

Tourism Tasmania

Industry Development in Tourism Tasmania. She has been with Tourism Tasmania since May 2005 and for the four years prior to this she worked at the University of Tasmania lecturing in the Tourism Program and completing a PhD.

Claire grew up in Tasmania and worked for eight years with the Australian Bureau of Statistics before moving overseas for 14 years. She lived and worked in Indonesia, Vietnam, China, USA, and within Australia in Perth, Darwin and Canberra as well as Tasmania. During this time Claire started and ran her own cruise ship charter business and started and operated another cruise-related business. During the six and half years Claire lived in Indonesia, she spent nearly three years working for the World Wide Fund for Nature and also worked as a lecturer and consultant mostly in the fields of cruise tourism, nature-based tourism and indigenous tourism.

She also worked as a copywriter and co-editor for two magazines, wrote two non-fiction books and a guidebook, has been a contributing author in three

other books and had 80 printed articles related to tourism and /or the environment.

Abstract

Monday, 17 August 2009

Tourism Online – Marketing & Distribution

Online distribution - the game has changed

Tourism Tasmania decided to close our wholesaling operation from September 2009, and I will discuss this and focus on the introduction of our Tas e-Connect initiative and the overall change in direction for distribution of Tasmanian product to the world, both through direct on-line approaches, but also using technology to reduce back of house costs for traditional channels - the latter still being substantially important to our destination.



Mr Andrew Fairly

Chair
**Alpine Resorts Co-ordinating
Council**

Biography

Andrew has been the Chairperson of the Council since 2004 and a member of Falls Creek Alpine Resort Management Board for 6 years before appointment. Andrew is a practicing equity and superannuation lawyer with Holding Redlich, and is also Chairman of Zoos Victoria. He is a frequent speaker on sustainable tourism issues and is a current Board Member of Ecotourism Australia and The International Eco Tourism Society. Andrew is a keen skier.

Abstract

Monday, 17 August 2009

*Destination Management - Policy &
Development*

Transitioning the high country to all seasons visitation

Traditionally people go to the Alpine Resorts for snow. However, with climate change, the snow season will become shorter and natural snow depths lower. There are around a billion dollars of assets on the mountains that are mostly underutilised outside winter and we operate in an environment where the wider community and Government expect our public land-based industry to have an 'access, equity and diversity' outlook. The old paradigms are no longer viable. We must, and have, changed.

The role of the 2020 Strategy in the development of all season product, the role of events, the relevance of non-winter affordability in High Country accommodation, and using green-season marketing in 'redefining the future' of my sector will also be addressed, with some hazards to all season visitation highlighted, specifically bushfires and the lure of the beach, as well as some unexpected impacts of non-winter activity, including its effect on winter visitation.

Ms Jo Farquhar

Senior Consultant Travel and Leisure
TNS

Biography

Jo Farquhar is a Senior Consultant in the Travel & Leisure team at TNS market research. Jo has been in the market research industry for eight years, with experience in both the UK and Australia.

Jo is an expert in decision-making research, having conducted a number of studies in this area across a range of industries, but particularly focusing on

travel - her passion.

Jo's experience includes work for a range of travel businesses, including international, national, state and regional tourism organisations, airlines, travel publications and travel technology companies.

Jo will co-present with Ian Macfarlane of IM Strategy. Ian has a truly global reputation in delivering effective marketing for destinations including the 100% Pure New Zealand and Very GC campaigns.

Abstract

Monday, 17 August 2009

Consumer Research and Market Winning Insights

The domestic dilemma: how can we grow the domestic holidaying market?

Domestic tourism within Australia has been in decline for a number of years, and we have really seen Australians losing the habit of travelling within their own country. TNS has conducted a second phase of its study *Domesticate*, looking into the reasons behind this long-term decline, and providing potential solutions for addressing it.

With the global financial crisis putting increasing pressure on our already declining international visitor numbers, the re-vitalisation of the domestic market has become even more important.

The *Domesticate* study looks at two key segments of the market - families and young adults. TNS will provide insights into these segments' mindsets, their perceptions of Australia as a holiday destination, and how the industry can make domestic travel more appealing to them.



Sofie Formica

Host
Great South East

Biography

The Great South East host, Sofie Formica began her television career at the age of 14 and hasn't looked back since. Her resume boasts appearances on *Wombat*, *Saturday Disney*, *Now You See It* (as Australia's first female game show host), *Just Kidding*, *Home and Away*, and she was an original member of *The Great Outdoors*.

In 1995, Sofie moved to Los Angeles and worked as a reporter on *Extra*, a national entertainment magazine show. During this time Sofie interviewed many Hollywood celebrities including Bruce Willis, Meg Ryan, Nicole Kidman and the cast of *Friends*.

With her profile rising, in 1999 Sofie was hand-picked by Oprah Winfrey and appeared in a 13 part series *Oprah Goes Online*.

Since that time, Sofie has taken a hiatus, returning to Australia with her husband Scott to raise their twins, Jack and Jessica and daughter Emily. Sofie returned to Australian television as the first female host of Queensland's popular local travel show, *The Great South East*, she is also a presenter on *Guide to The Good Life* - a new national travel and lifestyle show for the Seven Network - and couldn't be happier!



Mr Jim Gall

Architect
Gall and Medek Architects

Biography

Jim Gall is a director of Gall & Medek Architects and an Adjunct Professor at QUT.

He has an honours degree in environmental science from Griffith University and work in that area, as well as others, before architecture.

Jim has been involved in sustainable architecture and numerous sustainable tourism projects for over 20 years. This work has included concept/feasibility studies, design guidelines and sustainability reporting as well as design of buildings.

Gall & Medek's design approach is based on relational (ecological) thinking about biophysical, socioeconomic, cultural and experiential aspects.

Abstract

Monday, 17 August 2009

Sustainability & Climate Change

Ecotourism Design Futures?

An economic rationalisation in the context of popular concern with environmental issues is a good time to look at ideas for future models of sustainable ecotourism. This paper holds up some speculative analysis and design work for discussion and questioning.

Putting aside impacts on and around its site, sustainable, nature-based tourism's biggest problem is travel. Getting visitors and services to and from remote locations generates large environmental impacts.

This paper looks at two basic strategies for addressing these. The first involves two related actions: "paying" for the greenhouse impacts of travel and "localising" resources/services as part of the local (nearby) economy.

The second strategy involves placing sustainable, natural system based tourism into urban contexts.



Dr Stefan Gössling
Professor Department of Service
Management
Lund University Sweden



Biography

Dr. Stefan Gössling is a professor at the Department of Service Management, Lund University/Sweden and research coordinator at the Research Centre for Sustainable Tourism, Sogndal/Norway. He has been a contributing author to the Intergovernmental Panel on Climate Change's 4th assessment report, and recently co-authored "Climate Change and Tourism: Responding to Global Challenges", a report commissioned by UNWTO-UNEP-WMO (2008).

Recent co-edited books include "Sustainable Tourism Futures" (Routledge 2009), "Climate Change and Aviation" (Earthscan 2009) and "Carbon Management in Tourism and Transport" (forthcoming).

Stefan has also worked for or with a range of tourism companies and organizations, such as Scandinavian Airlines, Tourism Industry Carbon Offsetting Service (UK), Swedish Tourist Authority, Visit Norway, Caribbean Tourism Organization, United Nations World Tourism Organization and United Nations Environment Programme.



Stephen Gregg
CEO
Cairns Airport Pty Ltd &
Mackay Airport Pty Ltd

Biography

Stephen Gregg brings over 30 years experience in the aviation and tourism sectors to his current role as chief executive officer of Cairns Airport Pty Ltd and Mackay Airport Pty Ltd.

Mr Gregg has held several high profile positions within the Queensland tourism industry including CEO of Tourism Queensland, CEO of Dreamworld/Whitewater World theme parks on the Gold Coast and is currently the Chairman of the Queensland Tourism Industry Council and Chair of the CRC for Sustainable Tourism.

In the past Mr Gregg has served as Managing Director of the Northern Territory Tourist Commission and is experienced in many sectors of the Australian Tourism industry. These include tour wholesaling, travel agency operations, four wheel drive adventure touring and coach touring as well as airline operations.



Mr Phil Harrison
Senior Director
Conservation Volunteers
Australia

Biography

Phil Harrison has been with Conservation Volunteers since 1986

Phil joined Conservation Volunteers as a volunteer working in teams helping out Farm Tree Groups in Victoria. Phil has subsequently had a variety of roles including

- Team leader
- Regional Manager Melbourne and
- Founding State Manager for Queensland
- Inaugural National Director of the Green Corps program

Seven years ago Conservation Volunteers decided that partnerships were critical to the future of the organisation and Phil took on his current role of Director Corporate and Government Affairs, developing relationships and partnerships with

- Corporate Australia (BHP Billiton, Toyota, Commonwealth Bank, Rio Tinto, Shell, National Bank, Xstrata Coal, Boral and many more)
- Commonwealth, State and local governments
- Non Government Organisations



Ms Claire Hatton
Head of Travel
Australia & New Zealand
Google

Biography

Claire Hatton is Google's Head of Travel for Australia/New Zealand. She joined Google in March 2007.

Claire leads a team of industry experts in travel and search marketing who work closely with Google's Travel Industry customers and their media agencies.

Prior to joining Google Claire held the position Director of Marketing and Product Management, Pacific for Travelport, a global travel distribution company, where she was responsible for the Galileo and Gullivers Travel Associates brands. Before this she was Head of Product Marketing, Asia Pacific for ZUJI, the online travel agency based in Singapore, where she led the commercial strategic direction for pricing, customer experience, supplier relations and product across the region.

She has also worked as a strategic consultant for the retail arm of a global bank advising the board and Senior management team on their business strategies for Singapore, Hong Kong and India, explicitly to maximize shareholder value. Prior to that Claire was Chief representative Indonesia for Qantas and British Airways, responsible for customer service, sales, marketing, finance, government relations and HR.

Abstract

Monday, 17 August 2009

Tourism Online - Marketing & Distribution

The Present and the Future for the Online Travel Consumer

- Current online consumer behaviour and trends
- The impact for Travel Marketers
- Google's perspective on what the future might look like for the online travel consumer
- Implications for Travel Providers



Mr Kevin Hennessey

Principal Research Scientist
CSIRO

Biography

Kevin Hennessey is a Principal Research Scientist at CSIRO Marine and Atmospheric Research. He has been doing climate change research for over 20 years and is currently leading the Adaptation, Risk and Policy team of the Climate Change Research Group. He is a co-author of the 2007 report on "Climate change in Australia" www.climatechangeinaustralia.gov.au and a Coordinating Lead Author of the "Australia and New Zealand" chapter of the 2007 IPCC assessment of "Climate change impacts, adaptation and vulnerability"

Abstract

Monday, 17 August 2009

Sustainability & Climate Change

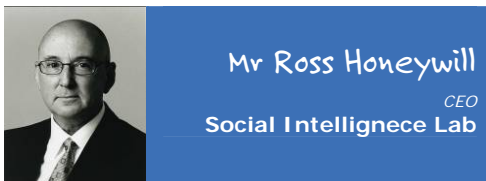
Climate Change Projections for Five Australian Tourism Regions

CSIRO has assessed climate change projections for five Australian tourism regions: Kakadu (NT), Cairns (Qld), the Blue Mountains (NSW), the Victorian Alps and the Barossa Valley (SA) for the years 2020, 2050 and 2070.

A mid-range emission scenario is analysed for 2020 since most scenarios are similar up to 2030, while low and a high emission scenarios are analysed for 2050 and 2070.

Each of the five regions is likely to experience warmer conditions over the coming decades, leading to more extremely hot days and fewer extremely cold days. Rainfall changes in the two tropical regions have large uncertainty, while decreased rainfall is likely in the other three regions, especially in winter and spring. Ocean temperatures and sea level are likely to rise.

Tropical cyclones and heavy rainfall events are likely to become more severe. Extreme fire-weather days are likely to occur more often in the south-east regions, while the duration and depth of snow cover is likely to decline.



Mr Ross Honeywill

CEO
Social Intelligence Lab



Biography

Ross Honeywill is an internationally respected consumer behaviourist and an authority on the future of tourism and hospitality. A best-selling author, Ross' current business book *NEO Power* has generated international acclaim. Through his leadership role at KPMG (Asia/Pacific) between 1997 and 2001 and his subsequent work as CEO of the Social Intelligence Lab, Ross is widely acknowledged as a thought leader. According to business commentator Robert Gottlieb, "No one knows more about the consumer revolution than Ross Honeywill. CEOs ignore the Honeywill approach at their peril."

Ross works predominantly in Australia and North America and is a regular media commentator on international tourism trends. John Mutter, the executive editor of the influential *Publishers Weekly* in New York says "Ross Honeywill's exciting approach to consumer behavior focuses on discretionary spending that adds to the quality of one's life. Business and community leaders would do well to wake up to the Honeywill message."

Abstract

Tuesday, 17 August 2009

Tourism Futures Topline

The New Wave of High-Value Travellers

A new band of high-spending individuals is redefining the global tourism market.

Despite the economic crisis, this new economic order (NEO) is paying a premium for premium experiences that take them on a journey of discovery and personal engagement. In this session international author & consumer behaviourist Ross Honeywill unveils startling new evidence into why 59 million Americans and 12 million Britons are looking for authentic experiences that touch their souls, lift their spirits.

He explores the practical product attributes that will attract this valuable new traveller to Australia. And demonstrates why they're worth attracting. NEOs earn more, but more importantly they spend more - 93% of NEOs in the US are in the top third of discretionary spenders in the economy. And American NEOs are 68% more likely than the general population to choose Australia as their next destination. But does Australia have what they want and need?

Honeywill takes an evidence-based approach to this topic, drawing on 800,000 consumer interviews conducted across 3 continents.



Gregory Hywood

Chief Executive
Tourism Victoria

Biography

Gregory Hywood took up his position at Tourism Victoria in June 2006 and has brought a unique mix of skills and experience to this important position.

Mr Hywood is one of the country's most experienced communications industry executives, having managed three of Australia's leading newspapers during periods of major strategic restructuring.

His time at Premier and Cabinet would cover leading the Brand Victoria project, the development of the Government's 10 Year Tourism and Events Industry Strategy and involvement in culture and heritage development strategies

He worked in the media for three decades and had a distinguished career with Fairfax. Mr Hywood spent 17 years as a journalist on the *Australian Financial Review* reporting on business, national politics and foreign policy.

He was appointed editor then publisher and editor-in-chief of the *Australian Financial Review* in the early 1990s. This was followed by positions as publisher and editor-in-chief of the *Sydney Morning Herald* and *Sun Herald*; then publisher and editor-in-chief of *The Age*.

Prior to joining Tourism Victoria, Mr Hywood was Executive Director Policy & Cabinet with the Victorian Government's Department of Premier and Cabinet.



Wayne Kayler-Thomson

CEO
Victorian Employers'
Chamber of Commerce and
Industry

Biography

Wayne Kayler-Thomson is the Chief Executive Officer of VECCI, Australia's largest state Chamber of Commerce. He is also a member of various Government and non Government Boards, Councils and Committees and an Adjunct Professor to the Victoria University Centre for Tourism and Services Research.

Wayne has extensive private and public sector senior executive management and business experience in Tourism, Regional Economic Development and the manufacturing industry.

Professional Associations

- Certified Practicing Accountant (CPA)
- Fellow of Australian Institute of Management (FAIM)
- Associate Member of Australian Marketing Institute (AMAMI)



Ms Emily Keen

PhD Student
University of Melbourne

Biography

Qualifications: Bachelor & Master of Information System (University of Tasmania)

The MIS research project - 'Effectiveness of a Scrapbook Metaphor Interface to Support the Phases of Buyer Behaviour in a Travel Recommender System'.

I have a strong background in Information Systems and the application of systems to support tourism and event management.

Currently I am completing a PhD at the University of Melbourne entitle 'Development of an Ontological Framework to Support the Life Cycle of Tourism Events'.

In this project I have identified the need to support industry communication, by identifying commonality of terms to development ontology concepts&relationships, as gathered in rich industry case studies. A rich industry based ontological framework, will be developed by adopting a bottom-up, grounded theory methodology, using descriptions of actual events, gathered from event management operators. It is hoped that the multi-faced ontology will support knowledge sharing& management, through the life-cycle of tourism event management planning.

Abstract

Monday, 17 August 2009

Forum to be confirmed

Development of an Ontological Framework to Support the Life-cycle of Tourism Events - Position Paper

An ontology is a formal-model of the information used in a particular industry-sector. An ontology is an information-classification-scheme that represents rich semantics of real-world phenomena(Perez-et-al,2005).An ontology to support event-management planning has the potential to benefit the tourism-industry by consolidating common-terms-and-concepts used in event-management, and supporting knowledge-sharing about event-planning-and-management. To achieve these aims requires a development-approach that is based on rich experiences of staff engaged in tourism-event-planning-and-management. This project will gather data from four-representative facets of event-management: Hallmark-Events, Special-Events, Business-&-Commercial-&-Community-Events, over 12month intensive case-studies.

This research aims to test the proposition that qualitative-analysis can be effectively employed for the derivation of conceptual-data, that can support the stages of an ontology-development-methodology. This approach is unique because it applies formal qualitative-analysis techniques to concept-formulation of an industry-based ontology. The outcome of this research will be development of a rich, multi-disciplinary ontological-framework, based on commonly used concepts, to support the planning of events in the tourism-and-event-management-sectors.



Biography

Martin Lack studied mathematics at Imperial College, London. He is renowned for his good ideas. He has forty years experience in the computer industry and has spent his life challenging conventional thinking. He is also known as the grenade thrower where he asks apparently simple questions which stimulate intense debate. People say his brain thinks in quite different ways and outside the convention of social mores. He is a classic De Bono disciple.

Together this allows him to synthesise disparate pieces of information and draw together a coherent and plausible picture. He thinks very deeply about subjects, yet analyses his intuition to gain a greater understanding of the thought process.

With four distinct careers, he has been a professional project manager, business analyst and national marketing manager and now professional conference organiser. For more than a decade he has led ConferenceIT, a company which runs more computer conferences in Australia than any other PCO.

Abstract

Monday, 17 August 2009

Business Event Tourism

Standing on the shoulders of giants. (What conferences will look like in 2020)

The presentation will look 5 - 10 years out and postulate how conferences and meetings might change. It will be based on a decade of experience running leading-edge conferences for the computer industry including subjects such as advanced networking, e-Learning and eResearch.

It will underpin the argument using fairly predictable data such as economic forecasts, airline fleet sizes and issues with non-renewable resources and climate warming. It will overlay this with possible advances in technology and known social behaviour.

It will grapple with the impact of the Gen-Y in ten years time and the changes likely demanded of their successors.

It will finish with one or more scenarios about what might happen. From this will be drawn a series of questions to ask.

The presentation will be successful when it challenges the audience to think in very different ways about acquiring information and building relationships in 2020.



Biography

After completing an honours degree in Ecotourism at Flinders University on Adelaide in 1999, La Vergne moved to the Wimmera to take up a position as tourism manager with the Hindmarsh Shire Council.

More recently she started on her PhD with a research focus on understanding and mapping the relationship that water has with tourism in dry land areas. La Vergne and her family also run a sustainable bush retreat accommodation and the Dimboola Caravan Park near the Little Desert National Park at Dimboola. Hence her interest in sustainable tourism practices – particularly after nearly a decade in drought.

Abstract

Monday, 17 August 2009

Business Event Tourism

Can we have tourism without water?

In 2003, the World Tourism Organisation recognised that fresh water is a critical element in tourism. However the way in which water is associated with tourism is not always clear cut. Water can be both a direct and indirect input in tourism-related activities. Inland tourism destinations, particularly those that focus on nature-based and ecotourism, rely on a healthy environment with unspoiled nature and landscapes, and consequently indirectly use water to create the original attraction for tourists.

Once tourists start to visit a destination, water is utilised in both in consumptive and non-consumptive ways during their stay, thereby creating a direct use of water in tourism. This paper aims to review and analyse the current literature concerning the relationship of water to tourism, water management initiatives in the tourism sector and the contrast between water demand and supply for sustainable tourism.



Mr Daniel Levine

Executive Director
The Avant-Guide
Institute New York



Government
of South Australia



South Australia.
A brilliant blend.

Biography

Daniel Levine is a celebrated international trend hunter with a sharp eye for discovering pioneers in business and consumer culture. Hailed as a "genius" by Elle magazine and "the ultimate guru of cool" by CNN, he is the author of over 20 bestselling travel books, a frequent guest on international television and radio (including BBC, HBO, NBC and Fox, among many others), and is regularly quoted in leading newspapers and magazines. As the Executive Director of Avant-Guide Institute in New York City, Daniel Levine is the ultimate insider, tracking major travel trends for over a decade.

He is the hands-on leader of an international team of journalist "coolhunters" who endlessly scour the globe chronicling the latest ideas, trends and experiences, and he is often sought to consult with leading international travel-related companies ranging from MasterCard to Samsonite to help them understand trends in contemporary culture that will effect their growth and prosperity.

Abstract

Tuesday, 18 August 2009

Tourism Futures Topline

Turning Green into Gold: How the Australian travel industry can harness the green economy to attract visitors and boost its brand image

Green initiatives and corporate social responsibility are shaping up to be among the greatest trends of our time.

What is less certain is specifically how to embrace these demands to attract visitors and set you apart from the competition. It's not enough to shrink your carbon footprint and to make a positive impact on your community: You need to let visitors and guests know that you care and are acting positively.

This timely presentation goes beyond environmental sustainability to focus on the creative marketing of green initiatives in original and cost-effective ways. Using cross-industrial case studies that are both amazing and amusing, Daniel examines sustainable business solutions from a global perspective and uncovers thrilling examples of corporate greening that present clear and telegraphic messages. You will see how some of the world's most innovative companies are benefiting from being both good and green, and discover many specific and creative solutions you can implement right away.



Mr Ian Macfarlane

MD
IM Strategy Pty Ltd

Biography

Ian Macfarlane has over 27 years marketing experience in numerous industries including, tourism, consulting, advertising, and petroleum.

Ian has B.Commerce, MBA (with majors in Advanced marketing and marketing research) and M.Phil (with specialisation in applied environmental ethics)

He is an Adjunct Professor of Tourism at Victoria University and is on the Advisory Board of the Ehrenberg Marketing Institute (University of South Australia).

He has lectured on both under and post graduate programmes at UNSW's School of Marketing, Griffith University and the University of Cape Town

Ian consults widely and has undertaken projects for, amongst others, Travel Channel (USA), Discovery Channel (Asia Pacific), MTV (Australia), TNSW, SATC, NTTCC, Leo Burnett (Singapore), KWP! Advertising and TNS Research.

Abstract

Monday, 17 August 2009

Consumer Research and Market Winning Insights

Marketing myths: Entrenched beliefs that have impeded the effective marketing of Australia and New Zealand

As with all industries, tourism has, over time, forged an array of beliefs, many of which are no more than myths. Arguably, entrenchment of these myths has inhibited our capacity to market our country and its destinations both domestically and internationally.

There is no more important time than now to put in place and execute well constructed plans. This can only be achieved if we discard premises that are inherently false and which have only been sustained through cumulative opinion.

This presentation practically and with examples, identifies a series of current tourism myths and disproves them on the basis of empirical evidence. Their debilitating influence on creating and converting demand is discussed.

The paper concludes with some suggestions and examples of myth free tourism strategy platforms.



Tania Major

Young Indigenous

Biography

Tania Major is a Kokoberra woman from the remote community of Kowanyama in Cape York Queensland.

She holds a degree in Criminology from Griffith University, and at 21 became the youngest elected regional councillor in the Aboriginal and Torres Strait Islander Commission (ATSIC).

In 2006 Tania was announced as the Queensland Young Australian of the Year, and was further honoured by being named the Young Australian of the Year in January 2007. She was also voted as Young Leader of the year for the 2007 Deadly Awards, and YEN Young Woman of the Year for Community Vision.

Tania has also achieved international recognition in winning the Political Legal and/or Government Affairs section of the Junior Chamber International's Outstanding Young Persons of the World contest held in India in 2007.

Since 2002 Tania has publicly addressed many national and international forums, speaking on Indigenous and Youth affairs as these relate to remote communities, particularly those in Cape York. Along with her mentor, Noel Pearson, she has tried to bring the realities of life in many of these communities to the foreground of wider Australian thinking and to engage mainstream Australians in the collaborative challenge of seeking solutions to long standing problems.



Ms Catharine MacIntosh

CEO
Zero Baggage

Biography

Catharine MacIntosh is the CEO of an up and coming travel service provider called Zero Baggage.

Her company is currently in the start-up phase and will be launching its beta Zero Baggage site in May of 2009. Catharine is trained as an Experience Designer and Environmental Design professional. She believes her cumulative experiences in these capacities led her to originate the idea for Zero Baggage.

Her goal for Zero Baggage is to create affordable, luxurious seamless travel. Rich new experiences and environmentally evolved means for living and travelling will emerge through the 'Zero Baggage' way of being. She believes Australia could adopt a Zero Baggage business model because of its progressive environmental initiatives and leadership in leisure, business and eco-travel sectors. Zero Baggage is a Canadian company currently located in Toronto, Canada. Catharine welcomes questions and feedback by email directly at catharine@zerobaggage.com. In May 2009 please visit www.zerobaggage.com

Abstract

Monday, 17 August 2009

Consumer Research and Market Winning Insights

The future of travel takes Zero Baggage

Zero Baggage is a platform for the future of travel. It offers environmentally sustainable travel services and allows people to travel without taking checked luggage. The 'Zero Baggage' lifestyle is a weightless way of being.

Enabled by a new travel and tourism business model integrating industries and connecting people and places. Through the Zero Baggage 'Virtual Community' portal people are provided with, and rewarded for making, sustainable travel choices. They can pack a 'Virtual Suitcase' of items they select from our online marketplace and find those items waiting for them upon arrival at their hotel. Travellers who frequent certain destinations can store some of their own items in a 'Virtual Closet'. Whenever they travel to that city their items are made available in their hotel room, cleaned and pressed. Zero Baggage is a mobile, contextually aware, online application providing seamless travel possibilities and inspiring exceptional experiences.



Mr David Morgans

Director Destination Planning & Design
Tourism Queensland

Biography

David Morgans is Director Destination Planning and Design at Tourism Queensland responsible for guiding the development and implementation of the corporation's destination management framework in partnership with government and industry.

David joined Tourism Queensland in 1997 and over the last 12 years has held a range of positions including Director Product Development, Director Market Development, Director Sustainable Tourism and Manager Environmental Tourism.

David has a Bachelor of Science (Environmental Studies) from Griffith University in Brisbane and a Post Graduate Diploma in Urban & Regional Planning from New England University. David's career over the last 30 years has specialised in tourism planning & policy development, destination management, ecotourism, sustainable tourism, environmental & regional planning, and protected area management.



Don Morris

Chairman
Tourism Queensland

Biography

Don has spent his career in advertising and communications.

As Managing Director of D'arcy MacManus & Masius Advertising he joined Mojo Australia in 1979 as one of three founding principals and shareholders. Don later chaired the company until his retirement in 1995.

In 1989, he was appointed as inaugural Deputy Chairman of The Tourism Taskforce.

He joined the board of the Australian Tourist Commission (now Tourism Australia) in 1993 and served two terms as Chairman.

In 2002, he was appointed as an Officer in the Order of Australia for services to tourism.

Don has been a board member of Tourism Queensland since December 2004 and was appointed Chairman in June 2007.

Biography



Prof Peter Murphy

Emeritus Professor
La Trobe University

Peter Murphy is Emeritus Professor at La Trobe University, where he was the Foundation Professor of Tourism and Hospitality, Head of the School of Sport, Tourism and Hospitality Management, and Associate Dean of Research in the Faculty of Law and Management.

He is leading a Sustainable Tourism Cooperative Research Centre study of the short-break holiday market which involves seven universities and nine academics in collecting focus group and interview data around the country; plus a national consumer survey conducted by NWC Research in Melbourne.

The findings of that study will be presented at this conference.

Professor Murphy has written 5 books and over 60 academic articles. His last two books were on Strategic Management and Resort Management. He has served on two tourism destination boards - the original Tourism Victoria (in Canada) and Bendigo Tourism, and has consulted a variety of tourism agencies and businesses.

Abstract

Monday, 17 August 2009

Consumer Research and Market Winning Insights

The Short-Break Holiday Market: Developing a Competitive Destination Strategy

The paper will report on a national Sustainable Tourism Cooperative Research Centre (STCRC) study into the trends of Australia's short-break holiday market and the opportunities for more innovative policy with respect to this market segment. The STCRC sponsored project involved two stages. The first examined the current consumer priorities and industry delivery patterns through focus groups and industry representative interviews around the country, using the services of a variety of Australian universities. This demonstrated the variety and untapped potential within this market; plus presented themes and questions for a national phone survey of the Australian public concerning their short-break holiday aspirations and plans for the next five years. The responses to this survey indicated possible marketing and policy initiatives that can convert this market

into a more substantial domestic market segment.

Biography

As the Director of Tourism and Recreation for the Great Barrier Reef Marine Park (GBRMPA), Lisha has a

Lisha Mulqueeny

Director, Tourism & Recreation
Great Barrier Reef Marine
Park Authority

commitment to environmental best practice and sustainable tourism. In her current role, Lisha is responsible for working directly with the tourism industry on the policy and direction of tourism and recreation management within this Marine Park and World Heritage Area. One element of this partnership approach is to encourage best practice marine tourism by providing incentives to those operators who demonstrate high standards and ecologically-sensitive tourism presentation.

Before joining the Great Barrier Reef Marine Park Authority, Lisha held significant roles in leading tourism organisations across Australia. These have included responsibility for International Development at the Northern Territory Tourist Commission, contributing to sustainable tourism development, particularly in regional areas, at Tourism Queensland, and involvement at the executive level of TTF Australia. Lisha has also undertaken consulting assignments in natural resource management in Canada.

During her work with the NTTC, Lisha worked closely with tourism operators and government agencies to improve tourism standards and practices in the world heritage areas of Kakadu and Uluru.

Lisha holds an MBA (Exec) from the Australian Graduate School of Management, a degree in law and is a solicitor of the Supreme Court of NSW. She is passionate about the

environment, and is a regular visitor to protected areas within Australia and internationally.



Ms Laurel Papworth

Social Networks Strategist

Biography

Laurel has been a virtual communities/online Community/Social Network consultant since 1989 when she was involved in Twin Peaks IRC and Usenet groups online. For the last decade, Laurel has been running virtual worlds and MMORPGs as a game moderator, forum admin, customer service manager and marketing consultant. Laurel has a patent in social network currencies and is considered a leading social media monetization strategist worldwide.

Since 2005, Laurel has been teaching social media classes, including at the University of Sydney, has advised projects such as Interactive (social media) Emmy award winning Scorched.TV and recently went to Saudi Arabia to work on the iMatter Project for Middle East Broadcasting, teaching Arabic women how to blog and use social media to gain a "voice". She also runs workshops on Government 2.0 on their social media strategies in Asia.

Laurel is currently in top Power150 bloggers for Marketing and Media worldwide, as collated by the global Advertising Age magazine. She is a popular keynote speaker around the world, recently returning from a Portugal keynote.

Ms Linda Pearmine

*Industry Portfolio Manager
Queensland Department
of Education, Training
and the Arts*

Biography

Linda Pearmine is the Industry Portfolio Manager for Tourism & Hospitality in the Industry Development Division of the Queensland Department of Education and Training. Linda has over 20 years experience in both Commonwealth and State Government Departments with responsibility for Employment, Training and/or Workplace Relations. Linda has qualifications in Economics, Public Policy and Regional Development.

Abstract

Monday, 17 August 2009

Destination Management - Policy & Development

Best Practice Examples in Tourism Workforce Development

Co-dependency between best practice in destination development and best practice in workforce development, skills development and professional development will be demonstrated. Human creativity will be highlighted as the key to developing solutions to future challenges whether they be economic, environmental, social or technological challenges. The presentation will include the showing of a video communicating the outcomes and achievements of Queensland's Tourism Skills Formation Strategies.

Biography

Roger Phillips is currently the Chief Executive Officer of the Australian Rainforest Foundation, a not for profit company focused on rainforest

conservation. He has held the position since 2002.

Roger has spent most of his working career in senior management and marketing having served as General Manager Marketing for the Melbourne Tourism Authority, CEO of the South Australian Tourism Commission and more recently, Manager Community Relations with Wet Tropics Management Authority.

While at Tourism South Australia, Roger was chosen to attend Columbia University's Graduate School of Business, International Marketing program in New York and was also awarded the Pacific Asia Tourism Association's Gold Award for marketing. He was also inducted as a Fellow of the Australian Institute of Management.

He holds a Bachelor of Education degree and numerous graduate certificates in business and training.

Roger has diverse recreation interests, including establishing a public fireworks company in the 1980's, working with the legendary Syd Howard on some large outdoor fireworks displays around Australia.

He is a part-time member of the Australian Defence Force as an Officer with the 51st Battalion, The Far North Queensland Regiment.

Abstract

Monday, 17 August 2009

Destination Management - Policy & Development



Mr Roger Phillips

*CEO
Australian Rainforest
Foundation*

Planets Safe Partnership - linking climate change issues with product and destination positioning.

Planet Safe Partnership is an initiative of TTNQ and the industry in the Tropical North. It is a program that celebrates the region's and the industry's commitment to sustainable practices. Planet Safe products assure the consumer that the operator has not only adopted world's best environmental standards but is active in conservation - see www.planetsafepartnership.com.

Planet Safe Partnership is also working with The Australian Rainforest Foundation and TTNQ in launching a major international destination marketing campaign, wrapped around a cause related marketing strategy.

This campaign uses the issue of climate change and consequent travel behaviour and expectations to strongly brand tropical north Queensland through new niche markets.



Ms Therese Phillips

Director - Industry Development
Tourism Queensland

Biography

Therese Phillips has worked in the arts, culture and tourism industries for almost 30 years in roles with private enterprise, State and Federal Government departments, semi-government Statutory Authorities and educational institutions in Australia, New Zealand, UK, Europe and North America.

Her recent roles include providing industry and development support to small and medium arts, cultural and tourism businesses in start-up and acceleration stages.

This exciting work has provided her with enormous satisfaction as she

assists developing stronger and more sustainable industries. Currently Therese is the Director of Industry Development at Tourism Queensland, a role that provides a rewarding balance between maintaining a strong link between the tourism industry and the State Government, and developing tools for the industry to become more profitable and eventually more sustainable, meeting the needs of the tourism consumer now and into the future. No day is the same and most have challenges, but all are rewarding.

Abstract

Monday, 17 August 2009

Sustainability & Climate Change

Sustainable regions, sustainable tourism.

Garnering support from everyone in a tourism region to measure and then lessen their carbon footprint, and celebrating the journey is the process of developing sustainable regions. Understanding the process, the stakeholders, the costs and the benefits is more than half the journey.

This presentation seeks to provide operators and regions with an insight into the lessons and a plan for the development of future sustainable regions.

Biography

Pauline Porcaro has been the Senior Educator Tourism at Kangan Batman TAFE in Victoria since 1993. Currently undertaking a PhD at La Trobe University, her topic "The Italian agritourism model - government



Mrs Pauline Porcaro

Senior Educator - Tourism
Kangan Batman TAFE

intervention, branding, and product development:

Implications and recommendations for developing agritourism in Australia" developed after Pauline won an ISS

Institute fellowship in 2007 to travel to Italy to study their agritourism model. Since her return Pauline has presented her findings to Tourism Victoria and farmers in Victoria with the intention of growing agritourism. Together with her husband she is currently developing 'Agritourism Australia', an agritourism marketing and consultancy business.

She holds a Masters of Education and a Bachelor of Arts, is a member of the Victorian Tourism and Events Educators Network, and was a finalist in the Victorian Training Awards "Outstanding Teacher of the Year Award" in 2004. Pauline previously worked for QANTAS Airways for eleven years.

Abstract

Monday, 17 August 2009

Destination Management - Policy & Development

"The Italian agritourism model: Recommendations for developing agritourism in Australia"

Agritourism should be considered urgently in the interests of sustainable economic and tourism development in Australia. It is a carefully blended mixture of two industries; agriculture and tourism that benefits both farmers and the tourism industry; firstly by providing farmers with a sustainable economic addition to their farming activities, and secondly, developing important sustainable tourism resources in our rural areas to meet the growing demand for regional visitation.

The proposed paper will outline the key features of the Italian best-practice example as a paragon for developing a world class Australian agritourism industry.

Long regarded as the world leader in agritourism, Italy demonstrates three main criteria for its success; broad and innovative product range; sophisticated marketing systems; and most importantly extensive government financial support. The paper

recommends that the Australian Federal Government should consider adding an agritourism development scheme for farmers to existing farm help initiatives.

Biography

Adrienne Readings was appointed General Manager of the Gold Coast Convention and Exhibition Centre (GCCEC) in 2002. With more than 20 years experience in the hospitality and convention industry, Adrienne has a



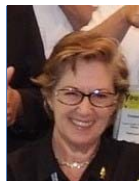
Adrienne Reading
General Manager
Gold Coast Convention
and Exhibition

thorough understanding of how the international and national tourism markets work and what it takes to create a successful business event.

As Chairman of the Board for Broadbeach Alliance, an organisation geared towards promoting and managing the precinct and an elected board member of Gold Coast Tourism, Adrienne is a key industry leader working with a group of highly successful business partners to develop and grow the Gold Coast as a business events tourism destination.

At the GCCEC Adrienne oversees a team of more than 250 staff with commitment, drive and vision. Adrienne leads her team with encouragement and respect and believes in consistently delivering excellent service and state of the art product.

Prior to GCCEC Adrienne has held senior management positions within Conrad Jupiters and Hilton International Hotel Chain, including hotel managers of Conrad Jupiters.



Elizabeth Rich
Chief Executive
Business Events Council of
Australia

Biography

Well known as one of the leading figures of the meetings industry in Australia, Elizabeth has over 30 years experience in business events, as an association manager, conference organiser, trainer and writer.

Since its formation in 1994, Elizabeth has been the CEO of the Business Events Industry Council of Australia, a peak body representing the meetings, incentives and exhibition industry. Elizabeth has in-depth knowledge of the development of the meetings industry in Australia and is a keen observer of the global market. She co-authored the National Business Events Strategy for Australia 2020 which was released at the end of 2008 (www.businesseventscouncil.org.au).

Her background includes a 10 year period as chief executive of the Meetings Industry Association of Australia (MEA). Elizabeth has presented at numerous industry conferences and conducted training programs within Australia and Asia and Europe. Last year Elizabeth joined the Faculty of the International College of Management Sydney. She also sits on the Industry Advisory Board for the School of Tourism & Hospitality, Southern Cross University. Elizabeth is a current board member of the National Tourism Alliance, an Australian peak tourism industry body.

Abstract

Tuesday, 18 August 2009
Tourism Futures Topline

Wednesday, 19 August 2009
Business Events Tourism (Panellist)

The Business Events Sector: Critical issues for the future

In the first four months of 2009 ABS figures showed a dramatic 29% decline in the number of inbound convention visitors, the largest drop in the ABS arrival subsets. After decades of relatively strong growth in this high-yield sector, Australia could be looking at the perfect storm. A long haul destination; fierce overseas competition with strong government backing; a global economic recession; locked out of the Asian intra-regional meetings market; and rapidly improving technological capacity for virtual conferencing. What is being done to counteract these impacts; and what more needs to be done to protect and boost this \$20billion Australian industry?



Chris Richardson
Director
Access Economics Pty
Limited

Biography

Chris Richardson is a Director of Access Economics and is one of Australia's best economists. Chris heads Access Economics forecasting and modeling unit and is the author of Business Outlook, idely acknowledged as the leader in its field of macroeconomic forecasting. His expertise includes the Australian and global economies, the Federal Budget, ageing and industry trends.

Chris writes the Business Review Weekly's Dashboard column. His comments on trends in the economy and their effect on business regularly appear in daily media coverage. Chris has provided tailored economic advice to the corporate sector for many years, assisting in the business planning for numerous private and public organisations.

His guest speaker appearances vary from conferences for one of Australia's

leading banking institutions, to discussions with the Board of Directors for a major construction company.

Abstract

Tuesday, 18 August 2009

Tourism Futures Topline

Macroeconomics in both the Australian and Global Markets

Australia is escaping the worst of this recession, but the world isn't. Globally, we are seeing the worst year since the Great Depression. It is no wonder therefore that travel was in the doldrums well before swine flu added yet another reason for travellers to stay at home.

Yet the most dangerous days of the current crisis are past. 2009 will be a rotten year for tourism globally, but 2010 will see recovery and, over the longer term, demand for tourism is likely to lift at a faster rate than demand for most other industries.

However, whereas Australia's economy dodged the worst of the global downturn, our tourism sector remains among the most heavily affected industries. The rebound in the \$A and oil prices (and hence long haul travel costs) through 2009 is sending travellers to other destinations, while that same rebound in the \$A means outbound traveller numbers from Australia are holding up.

That has left the local sector carrying a big burden for now. As is true globally, 2010 will bring recovery, but much depends on the path of the \$A from here.

Biography

Tim has degrees in law, philosophy and marketing and has undertaken strategic projects for Sensis (Yellow Pages), Coles Group, Cricket Australia, BHP Billiton, Baulderstone Hornibrook, Lend Lease, GPT, Insurance Australia



Group, National Australia Bank, Ansett Australia, Origin Energy and Royal Flying Doctor Service.

Tim's country branding experience encompasses the development of the brand identity for Brand Australia and its adoption by Austrade and Invest Australia, achieving a more consistent brand approach to offshore markets. In the area of city/state branding FutureBrand has undertaken projects to develop the branding of the Melbourne 2006 Commonwealth Games, Pure Tasmania and the FINA 2007 World Swimming Championships.

FutureBrand produces a leading international study on countries as brands – the FutureBrand Country Brand Index - Tim has interpreted, presented and workshopped the study and findings to forums including the Tourism Future Conference 2008, Austrade, New Zealand Trade & Enterprise, The City of Melbourne, Tourism Victoria, Tourism Western Australia and many other private and public sector groups.

During 2008 Tim was invited to contribute to Tourism Futures On line.

Abstract

Monday, 17 August 2009

Consumer Research and Market Winning Insights

Turning up the Heat on Sustainability in the Great Barrier Reef Marine Park

Australia's International Marketing Challenges

For the 3rd year in a row Australia has topped the FutureBrand Country Brand Index.

The CBI, capitalizing FutureBrand global expertise and developing trends in nation, destination and "sense of place" branding, provides a comprehensive assessment of country brand strength and a unique, strategic

insight into the drivers and impacts of country brand perceptions. It is an annual, comprehensive study involving responses of 2,700+ frequent international business and leisure travellers from 9 markets and a panel of more than 30 expert opinions including travel analysts, writers, destination organisation leaders and hospitality professionals.

Despite this strong performance as a brand, Australia faces substantial challenges to convert such positive sentiment into visitation and revenue. Examining the CBI data in more detail focuses on the nature of Australia's marketing challenge, and we share some perspective on the importance of the on-line medium in meeting that challenge. We also explore the concept of advocacy in the tourism market and consider the unique ways in which it manifests in the sector.



Biography

Lovelle Schluter has been professionally involved in tourism and recreation development and management since 1992, with a focus on the ecotourism, nature-based recreation, and cruise shipping sectors.

She has delivered on key tourism policy including the Queensland Ecotourism Plan and Queensland Cruise Shipping Plan while working at Tourism Queensland,

and currently works with the marine tourism sector as Manager Policy and Sustainable Development with the Great Barrier Reef Marine Park Authority.

Lovelle has a passion for travel and has explored most of Queensland including the Torres Straits and the Outback, as well as key tourist destinations in

Australia, the UK, Europe and the USA. She lives in Townsville with her Rhodesian Ridgeback, Duke.

Abstract

Monday, 17 August 2009

Sustainability & Climate Change

Turning up the Heat on Sustainability in the Great Barrier Reef Marine Park

The Great Barrier Reef Marine Park is recognised as one of the best managed coral reef systems in the world. While the extent of climate change impacts will be largely determined by the actions of the global community, the tourism industry and protected area managers in the Great Barrier Reef Marine Park are implementing proactive responses at local and regional levels.

This paper will explore sustainability and the impacts of climate change from three perspectives: the protected area manager, the tourism industry and the visitor. The Great Barrier Reef Marine Park Authority has been working to provide tools to improve sustainability and reef resilience through best practice strategies in the areas of partnerships, education and interpretation, certification and climate change mitigation and adaptation. Examples of these tools will be presented.

The role of protected area managers in managing public perception of the destination, within local communities and internationally, will also be

Mr Eden Shively

Director
Isntmedia.com

covered.

Biography

Ann is CEO of Carnival Australia, a division of Carnival Corporation, the world's largest cruise ship operator and owns, amongst others, P&O Cruises,

Princess Cruises, Costa, Cunard, and Seabourn. Carnival Australia is the largest cruise ship operator in Australasia and has doubled in size in the last two years.

Prior to this, Ann was Chief Executive Officer, Westpac New Zealand and Group Executive, Westpac New Zealand and the Pacific. Ann was the first female CEO of a bank in New Zealand.

In June 2008, Ann was appointed as a non-Executive Director of Wilson HTM Investment Group, and in March 2008, was appointed as Chairman to the Queensland Government's Public Service Commission to drive better management and delivery of government businesses.

Ann is a Fellow, Financial Services Institute of Australasia, a Fellow of the Institute of Public Administration and a member of the Institute of Company Directors.

She is a Director of Indigenous Enterprise Partnerships, the Catherine Freeman Foundation and the Australian Indigenous Education Foundation.

In January 2004 Ann was awarded an Order of Australia for her contribution to the Australian community and in 2001 was awarded a Centenary Medal by the Australian Government for her work on providing banking services to disadvantaged communities.

Biography



Ann Sherry AO
CEO
Carnival Australia

A major part of Craig Shim's role in managing strategy for Tourism Queensland is to harness the collective imagination and talent of the organisation's marketeers and designers, turning creative ideas

into exciting new projects for the state. To help foresee the future, Craig established an Ideas Factory that improves identification of potential tourism opportunities, recognises upcoming trends, generates new ideas, and facilitates innovative projects. Craig also played a key role in the development of the 10-year *Queensland Tourism Strategy* and the suite of *Destination Management Plans* for each of the state's tourism regions.

Abstract

Monday, 17 August 2009

Destination Management - Policy & Development

Trend predictions for tourism product

This thought-provoking presentation showcases upcoming ideas for creative tourism product from around the world - ranging from a new generation of hotels where guests can login before arrival and set their room settings according to their mood, to BBQ restaurants where patrons set sail on their own floating tables,



Mr Craig Shim

Manager, Strategic Planning
Tourism Queensland

and through to futuristic floating eco-island resorts where visitors could one day seek refuge from rising waters due to global warming. These inspiring ideas push the boundaries in tourism product innovation, and point to a future where tourism truly has no limits.

Abstract

Monday, 17 August 2009

Tourism Online - Marketing & Distribution

The commercial application of ATDW

Isntmedia is perhaps the most experienced Digital Agency to implement the ATDW feed having developed 8 high traffic portals serving 3 million pages per month within the past two years.

The big question is, as ATDW increases distribution & the effects of Google's crack down on duplication content tightens, how can digital marketers leverage the benefits of ATDW's depth & breath of content to maximize organic traffic growth. Secondary considerations, how do consumers react to ATDW content when it is integrated into a commercial Hotel or Resort provider's website? Does local area ATDW Tours & Attractions content increase Hotel bookings and is there a benefit in selling tertiary Tours & Attractions. Finally, how hard is ATDW to integrate, what are the tips and pit falls, and what kind of budget is required to maximize return on investment. The commercial perspective.

Case Studies to be presented

About Australia Online –
www.about-australia.com (1.6Million pages per month)

Gold Coast tourism –
www.verygoldcoast.com.au (Formerly verygc.com 236,871)

Stella Hospitality –
www.Stellaresorts.com.au 520,000+
www.mantra.com.au
600,000+ www.breakfree.com.au
380,000+ www.accomnoosa.com.au
40,000+
www.holidaymooloolabah.com.au
55,000+

The Byron at Byron –
www.theybyronatbyrons.com.au
80,000+

Biography

Prof David Simmons has been Australia's Sustainable Tourism Cooperative Research Centre's Director of Research since 2009. He came to the STCRC from a 28 year career at

Lincoln University (New Zealand), where has been integral in building and leading New Zealand's tourism research and education programmes. In recent times he has been responsible for securing \$6.2 million in competitive national science research funds.

David's interests are in sustainable tourism and destination planning and management. He has lead multi-disciplinary team's examining the financial, economic and sustainable yield from tourism, and developed texts and toolkits for tourism planning. He also has extensive involvement in tourism and climate change assessment and policy development.

Internationally David has worked for UNWTO, UNEP, UNDP on a number of national tourism planning exercises, specialising in South East Asia and the Pacific.

Abstract

Wednesday, 19 August 2009

Sustainability & Climate Change

Tourism climate change assessment in Australia – evidence from five case studies.

The IPCC has identified Australia as the developed nation most at risk from climate change effects. Within Australia key tourism icon destinations and the tourism sector generally have been identified as being particularly at risk (Garnaut, 2007; Rudd, 2007). This recently completed STCRC study reports on an interdisciplinary, multi-case study approach to assess tourism stakeholders knowledge of, and approaches to climate change adaptation, and explores the potential for building a self assessment toolkit that can be exported to other

Prof David Simmons

Director of Research
Sustainable Tourism CRC

Australian tourism destinations.



Mr Shane Strudwick

Director
Discover Murray River

Biography

- Director / creator - Discover Murray : www.MurrayRiver.com.au
- Director award-winning branding and marketing studio : Design Train - www.DesignTrain.com.au
- 20 years print / 12 years internet experience
- Diverse clients include small & large business, government & not-for-profit
- Tourism specialist and environmental photographer
- Board Member with South Australian Tourism Accreditation
- Chairman of the Murray River Region Tri-State National Landscapes

Abstract

Monday, 17 August 2009

Tourism Online - Marketing & Distribution

Community driven tourism networks

Innovative tourism partnerships have been created between Discover Murray River and Murray-Mallee communities across South Australia, Victoria and New South Wales.

Working together to create new tourism marketing opportunities that aim to improve visitation, create regional economic growth, reduce marketing costs while allowing local operators to promote their business cooperatively both locally, nationally and internationally using advanced Web 2.0 internet technology. The philosophy of this new tourism initiative is based on community ownership, management and identity that attracts future sustainable tourism opportunities through operator and community marketing, branding and credibility with education and support. The internet has opened innovative ways

for communities to work together and connect with the savvy travelling visitor who expect much more than a brochureware website. As tourism markets become highly competitive, visitors are seeking genuine and unique tourism experiences that give value for money. Communities are searching for new ways to both showcase their unique stories and identity along with easy, dynamic content management. Tourism marketing is moving from control to influence.



Ms Colette Thomas

Research Scientist
CSIRO Sustainable
Ecosystems

Biography

Colette Thomas is a Post-Doctoral Research Scientist at the CSIRO Sustainable Ecosystems Davies Laboratory in Townsville. She completed her doctorate in 2008 from Monash University where she investigated the feasibility of applying the Bayesian Belief Network modelling techniques to ecological risk assessments in situations when data coverage was patchy. Previous to the PhD she worked as a consultant for Sinclair Knight Merz, and completed her Master's degree at the University of Technology, Sydney; studying the toxicity of a pesticide on native river fauna and flora. Her broad interests include the role of models in developing maximum benefit/minimum risk tradeoffs in social-ecological systems; the interplay between conservation and exploitation in multiple-use ecosystems; and the role of informal learning for scientific discovery.

Abstract

Monday, 17 August 2009

Sustainability & Climate Change

Futures for reef-based tourism under climate-driven coral bleaching scenarios

We use a Bayesian belief network (BBN) approach to clarify and quantify relationships between reef ecology, tourism demand and reef tourism viability under climate change. The resultant prototype will help determine the effects of reef degradation on the future of the reef-based tourism industry. Such an approach is necessary; climate change scenarios predict rising sea surface temperatures and increasing risk of coral bleaching in the Great Barrier Reef. These systems are complex; coral bleaching can affect reefs in a multitude of ways, and tourist responses are mediated by many factors. Dramatic changes to visitation may result if, for example, reefs become barren grounds of coral rubble or dense stands of fleshy macro-algae. However subtler changes, like reduced diversity or abundance of fish and coral, may also affect visitor demand.

This model explores the possible future impacts of climate change to reef tourism, to help the industry quickly adapt and prepare.

Biography

Bruce Thomas is a Director of Carbon Training International, a specialist training and coaching organisation focussing on the skills required to respond to the low carbon economy.

At CTi Bruce is responsible for climate change risk, carbon risk and policy. He has worked as an independent sustainability management and risk management consultant providing climate change risk advice to business and government. Prior to 2006 he spent almost 30 years in the insurance industry with Swiss Reinsurance Company in Australia and Asia and has been active in developing business

opportunities in many Asia Pacific markets.

Bruce is an Associate of Risk Frontiers at Macquarie University, a Director of Environment Business Australia Ltd, a member of the Steering Committee of the National Business Leaders Forum on Sustainable Development and a former member of the United Nations Environment Program Australasian Insurance Advisory Committee.

Abstract

Monday, 17 August 2009

Sustainability & Climate Change

Climate change and tourism - adapting to the future scene

For many years, issues relating to climate change were the province of the scientific community, the business community showing minimal interest, considering the likely impacts to be so far into the future as to be irrelevant to today's decision making.

Every new piece of scientific research that is reported suggests that the speed of climate change is increasing and the likely impacts increasing in intensity.

What does this mean for the tourism



Mr Bruce Thomas

Director, Climate change & Carbon
risk and policy

Carbon Training
International Pty Ltd

sector?

Work by CSIRO in the last 5 years has identified a number of likely impacts that will affect many tourism regions: bleaching and death of the Great Barrier Reef, inundation of the Kakadu wetlands by sea level rise and reduction of snow cover in the Australian Alps.

How can and should the tourism sector respond?

Mitigation of impacts an obvious priority. Adaptation also an area for long term planning and action – what are the new tourism activities?



Mrs La Vergne Lehmann

PhD Candidate
University of Ballarat

Biography

After completing an honours degree in Ecotourism at Flinders University on Adelaide in 1999, La Vergne moved to the Wimmera to take up a position as tourism manager with the Hindmarsh Shire Council.

More recently she started on her PhD with a research focus on understanding and mapping the relationship that water has with tourism in dry land areas. La Vergne and her family also run a sustainable bush retreat accommodation and the Dimboola Caravan Park near the Little Desert National Park at Dimboola. Hence her interest in sustainable tourism practices – particularly after nearly a decade in drought.

Abstract

Monday, 17 August 2009

Business Event Tourism

Can we have tourism without water?

In 2003, the World Tourism Organisation recognised that fresh water is a critical element in tourism. However the way in which water is associated with tourism is not always clear cut. Water can be both a direct and indirect input in tourism-related activities. Inland tourism destinations, particularly those that focus on nature-based and ecotourism, rely on a healthy environment with unspoiled

nature and landscapes, and consequently indirectly use water to create the original attraction for tourists.

Once tourists start to visit a destination, water is utilised in both in consumptive and non-consumptive ways during their stay, thereby creating a direct use of water in tourism. This paper aims to review and analyse the current literature concerning the relationship of water to tourism, water management initiatives in the tourism sector and the contrast between water demand and supply for sustainable tourism.



Michael Walsley

General Manager
Hitwise

Biography

Michael joined Hitwise in July 2004. After two successful years growing the Hitwise Competitive Intelligence business in the Asia Pacific region, Michael was appointed General Manager in July 2006.

Michael has extensive knowledge in applying data and information to client businesses.

Previous appointments consist of Bankers Trust in Australia and Digital in the UK. Here, Michael established new office based sales operations which were expanded nationally and then into Project Management becoming involved in cutting edge service delivery projects that included packet switch mobile technologies.

Returning to Australia, Michael worked for M.A.I.D (Market Analysis & Information Database) and helped establish a new Australian operation in Sales & Account Management in online information services. Michael continued in this field finishing up with Thomson and heading up Asia Pacific Strategic Account Group.

Michael spearheads growth for the Hitwise Online Competitive Intelligence and Search Marketing Services divisions.



Justin Wastnage

News Editor
Travel Weekly

Biography

Justin Wastnage is the news editor at travel industry magazine *Travel Weekly*, where he edits the analysis sections. Wastnage contributes to *Travel Weekly's* daily electronic newsletter, *Travel Today*. Prior to this he worked for the global aviation publication *Flight International* as its website editor and before that its European political correspondent. He freelances for a number of titles including *The Sydney Morning Herald*, *Australian Traveller*, *New Scientist* and *Asian Aviation*. Wastnage has also consulted on aviation and transport issues for *Booz Allen Hamilton* and has written case studies for branding consultants *Landor*.

Educated in both the UK and the *Institut d'Etudes Politiques* in France, Wastnage presents on behalf of the French Tourist Board on Australian travel trends. Wastnage has lived and worked in five countries and visited a further 45. He is currently writing a novel centred on gastronomic tourism.

Abstract

Monday, 17 August 2009

Consumer Research and Market Winning Insights

How the creative class is redefining the global nomadic lifestyle

Technological and social changes have combined to allow more people to live and work as artists and scientists used to - anywhere and everywhere in loose collaborations. This new creative class

works remotely, often. Some live simultaneously in two or three cities, like the NY-LONers or the Singkongers, others blend leisure with extended business trips. Travelling wherever possible with only hand luggage, these new global nomads have requirements that go beyond broadband wi-fi into suit hire shops, expat locales and concierge couture. Cutting edge hotels already court the creative class, the rest of the industry soon will.



Liz Ward

Director
Access Economics

Biography

Liz Ward is the CEO of the Australian Tourism Data Warehouse (the ATDW). The ATDW is Australia's national database and digital distribution platform and is renowned as the world leader in digital tourism information solutions.

Liz has led the ATDW for almost five years and was influential in its formation 12 years ago.

Previously Liz enjoyed many years with Tourism Queensland leading their International Marketing Operations and e-Marketing departments.

Liz has 20 years experience working with IT and tourism.

Liz has a passion for assisting Australia's industry to engage in technologies that enhance their businesses by bringing more customers to their door and efficiencies to their operations.

Liz has had the privilege of guiding many projects in Australia that have resulted in the expansion of consumer engagement with Australian products and destinations and helped to move Australia into the next generation of distribution.



Olivia Wirth

Executive Director
Tourism & Transport
Forum

Biography

Olivia Wirth is the Executive Director for the Tourism & Transport Forum (TTF), responsible for the management of policy development, advocacy agenda and day-to-day management of the organisation.

Olivia has over a decade experience in tourism and public affairs working for the Australian Tourist Commission and Tourism Australia; former Minister for Small

Business and Tourism, the Hon. Joe Hockey and the industry lobby group Tourism Australia. During her employment at the ATC, Olivia was responsible for government, media and industry communication and was involved in the re-launch of Brand Australia and the development of the Federal Government's White Paper for the Australian Tourism Industry.

Olivia joined TTF last year after three years leading the Corporate Affairs team at London-based Business in the Community which is part of the Prince of Wales Trust.

This organisation comprises the top 200 FTSE corporations in the UK focusing on developing corporate social responsibility programs for the country's business community.

Biography

Ian Yeoman is the world's only professional crystal ball gazer or futurologist specializing in travel and tourism. Ian learned his trade as the scenario planner for VisitScotland, where he established the process of futures thinking within the organisation using a variety of techniques including economic modelling, trends analysis and scenario construction. In July

2008, Ian was appointed an Assoc. Professor of Tourism Management at Victoria University, New Zealand. Ian has published extensively within the field of tourism futures on a variety of topics including climate change, the future of energy and consumer trends – all within the context of travel and tourism. He is a popular speaker at conferences and was described by the UK Sunday Times as the country's leading contemporary futurologist. His most recent book, 'Tomorrows Tourist' (www.tomorrows-tourist.com) looks at the world in 2030 and what it means for tourism. Ian is now working on his new book, 'Sacristy of Resources: World Tourism in 2050'

Abstract

Monday, 17 August 2009

Tourism Online - Marketing & Distribution

Image a world in 2050 and think beyond the clouds

In the last ten years we have seen more changes in technologies compared to the last hundred years.

Who, twenty years ago could have imagined the reality of the internet, the mobile phone or social networking sites. Therefore, to look at forthcoming change, it is necessary to think beyond the clouds.

Imagine a world that is so different from the present, where being online is more of thought than a physical process. Skilled labour shortages and an aging work force are no longer a problem as professionally programmed robots are the norm. This may seem like science fiction, but Japan is



A/Prof Ian Yeoman

Futurologist
Victorian University of
Wellington

emphasizing robots as a solution to it's rapidly aging population. Cars linked to global satellite navigation systems are common place today but what about tagging and monitoring tourists (and

employees) via mobile phones. Tourism in Japan is in crisis as Generation P prefers the X Box to Akan National Park. Futurologist Ian Yeoman looks at how beyond the cloud technologies will facilitate and shape tourist experiences in 2050?

Mr Tommaso Zanzotto

President
TZ Associates Ltd.

Biography

Tommaso Zanzotto - Former President International of American Express; Chairman and CEO of Hilton International; Past member of the board of Ladbroke PLC, American Express Bank, Kuoni, Club Med, and a number of other travel companies. Currently, entrepreneur active in internet companies, Real estate in Tuscany, and Auction houses. Founder member of the WTTC (World Travel and Tourism Council), and Wandrian Inc.

Abstract

Monday, 17 August 2009

Consumer Research and Market Winning Insights

Tomorrow's Travel Consumer.

Tomorrow's travel consumer. The product is not necessarily what you have to offer but it is rather what the consumer is willing to buy. These is the perspective that we need to give to any plan aimed at shaping the future of the travel and tourism industry. Mistakes like the Costa del Sol, or Dubai, or Bodrum are a reminder that the consumer has not been taken into consideration when planning their developments. I plan to take this angle to bring back into center focus the need to satisfy the consumer. We

would start by defining the travelers in various categories followed by an understanding of their needs or wants and projecting them in the context of the changing social and economic environment. When we have a better idea of the constituency we are going to satisfy, the investment in infrastructures, marketing, employment, and all the rest will fall into place. This will be an audience interactive session to keep attention and seek contribution.



Mr Harry Zaphir

Director
Bytguide.com

Biography

Dr Harry Zaphir was born and educated in Brisbane. A graduate of the University of Queensland he furthered his studies in Rockhampton, the US and UK. As well, he is a graduate and Fellow of the Australian Institute of Company Directors, an Associate Fellow of the Australian Institute of Management and a Fellow of the Australasian Mutuals Institute. Harry is a non-executive director of a number of private and public companies, a professional speaker and author.

In 1988 he started his own business during the "recession we had to have" and built it into a national success by employing, communicating and managing Bright Young Things.

In July 2008 he took up a 3 year appointment as Executive-in-Residence as a visiting Fellow in the QUT Business Faculty, and is, amongst other duties, lecturing on the impact of technologies on business.

He now shares his experiences and knowledge with organisations looking to address the issues surrounding Generation Y and beyond.

He has presented and consulted widely throughout Australia and SE Asia, and has recently returned from the USA.

Abstract

Monday, 17 August 2009

Tourism Online - Marketing & Distribution

The Future of Marketing is NOW – Connecting with Bright Young Things

If "marketing is the message" then innovative delivery methods hold the key to grabbing the attention of consumers in the 21st century – especially those Gen Y consumers now, and in to the future.

Dr Harry Zaphir is a successful businessman: company director, professional speaker, author and expert in the field of engaging "Bright Young Things", who will share with you practical strategies as well as information on the future direction of communicating your products, services and messages to an increasingly competitive and discerning market. From the establishment his own IT firm in 1988, Harry and his company has been at the cutting edge of innovation in communications and development of computer technologies that are mainstays in today's business world.

He now shares his insights on what is over the horizon, in getting your message out in a crowded and noisy marketplace.