

## **NEW CHAPTER FOR TOURISM AS IT FACES UP TO THE FUTURE**

Tapping into the booming education industry should be a key recovery strategy for Australian tourism suggests industry stalwart, Mr Tony Charters who is convening the national *Tourism Futures* conference in Brisbane this July.

Ramping up activity in indigenous tourism is also a key priority for the industry and this topic will have a dedicated stream of papers and forums for the first time at the conference, exploring best practice and the latest partnership innovations.

After a decade in the doldrums the tourism industry is looking to reinvigorate itself, with the upcoming national conference a timely opportunity to showcase innovative ideas and crystallize priorities going towards 2020.

“Education has become one of Australia’s top export earners, despite recent setbacks, and the tourism industry is yet to fully appreciate the value of this very receptive market. Students and their families are already sold on Australia as a destination and are keen to explore the country while they are here, often over several years,” said Mr Charters.

“Similarly with Indigenous tourism, we need to understand the growing appetite for authentic experiences with indigenous people and their culture and take hold of the opportunities that are available.”

The conference will be staged at Brisbane’s South Bank Institute of Technology from 5-7 July to explore a broad agenda impacting on the industry over the next decade.

Customer service and potential workforce shortages are also looming as critical issues and will feature alongside ongoing discussions on climate change management and building sustainable destinations.

“For Australia to cement itself as a global leader we really have to face up to some significant challenges over the next decade,” said Mr Charters.

“We are currently calling for papers for the conference and are eager to include a breadth of ideas from across the industry.”

*Tourism Futures* is the premier national conference for the tourism industry and each year attracts regional and city planners, government policy-makers, investors, operators, infrastructure builders, aviation industry executives and researchers.

Tourism was kneecapped by a catalogue of crisis’ for most of the preceding decade, including 9/11, SARS and Swine Flu, the strong Australian dollar, dramas in the airline industry and finally the GFC.

The *Tourism Futures* conference provides a forum to table new ideas, the latest research and consumer trends and to encourage constructive dialogue between industry sectors and forecast emerging issues over the next decade. “2010 provides a clean slate for Australian tourism to look for innovation and creative thinking to leverage the industry out of a run of poor performance,” said Mr Charters.

“We look forward to showcasing the dynamic and creative spirit of the industry.”

Please send submissions to [info@managementsolutions.net.au](mailto:info@managementsolutions.net.au) before the deadline of 12 March.

EIGHTH NATIONAL CONFERENCE ON  
**Tourism Futures**

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