

CHAPTER-I
INTRODUCTION

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The tourism industry makes a significant contribution to the overall level of economic activity and employment in Australia. This article discusses this contribution and how it has changed over time, drawing on both publicly available data and insights from the Bank's liaison program. In particular, the article examines trends in two broad categories of tourism expenditure: spending by Australian residents within Australia (domestic tourism expenditure) and spending by overseas visitors to Australia (tourism exports).

Industries are normally classified according to their production. However, tourism is unique among industries. Its output is determined by consumption spending – in this case, the spending of tourists and other visitors. Measuring tourism spending requires identifying visitors and their expenditure patterns. This is a challenging task, and so measures of the economic significance of tourism have traditionally been limited. However, since 2000 the Australian Bureau of Statistics (ABS) has published Australia's Tourism Satellite Account (TSA) which provides considerable detail on the tourism industry. Specifically, the annual TSA measures the direct contribution of tourism to the economy by aggregating the output of each industry that is consumed by 'visitors'. In this way, tourism output is brought into the national accounts framework as a composite of the output of conventionally defined industries.

In order to measure the size of the tourism industry, spending by 'visitors' must be clearly distinguished from that of regular residents in a particular region. The definition of visitors adopted in the TSA, consistent with international standards, defines a visitor to include any person travelling to a region for period of less than one year that is outside of their normal geographic environment. Notably, measures of tourism output are not just restricted to spending on leisure activity but also include spending on travel for business, education, visiting friends and relatives (VFR), training and other personal reasons. (In addition to the TSA, higher frequency data on the characteristics and travel patterns of domestic and international visitors are available from the National Visitor Survey and International Visitor Survey, which are published quarterly by Tourism Research Australia (TRA). The ABS also publishes monthly data on overseas arrivals and departures.) The TSA data show that tourism output was around \$34 billion in 2009/10, or 2.6 per cent of Australia's GDP (Graph 1). This share has steadily declined since its peak of 3.4 per cent at the time of the Sydney Olympics in 2000/01, with the decline since then largely accounted for by a fall in the contribution of domestic tourism.

OBJECTIVES OF STUDY

- To analyse the various components of tourism in Australia.
- To identify the resources base for tourism development.
- To study the environmental impacts of tourism in Australia.
- To provide the suggestions for the sustainable development of tourism in Australia.

SCOPE OF STUDY

The Tourism industry is a one such industry that even though it is relatively new than the others but is growing and is also expected to do well in the coming years as well. There are many concerns and industries that are direct contributors of the industry and hence in the long run create greater job opportunities to those who would want to be a part of the industry.

RESEARCH METHODOLOGY

Research comprises defining and redefining of problem, collecting, organizing and evaluating data, making deductions and reaching conclusions.

SOURCES OF DATA:

Secondary Data:

Secondary data consist of information that already exist somewhere, having be collected for another purpose. It is obtained more quickly and at lower cost. Secondary data provides the necessary information to do the work

The secondary data for this study were collected from different sources like books, magazines, journals, newspapers & web sites.

LIMITATIONS OF STUDY

- Time period was limited to days.
- Lack of up-to date statistical data and information
- Lack of accurate primary data
- Lack of availability of adequate materials
- Lack of Co-Operation of Tourists.