FEDERAL POLICY: TOURISM and TRAVEL

One Nation believes that our policies of Australians Touring Australia will provide an enormous boost to the tourist industry and help reverse the current situation which is vulnerable.

- A clear understanding of the attraction of the target region to visitor types.
- The capacity of visitor's types to access and satisfactorily experience the target region.
- A comprehensive estimate of international impact of tourism in terms of regional, social, economic and environmental factors.
- A commitment to industry quality control which is consumer-driven and not industry-driven.
- Knowledge of marketing techniques that will successfully and economically communicate with selected potential visitors.
- Reduction or elimination of taxes and charges that hinder the industry eg: Airport taxes and landing charges, accommodation taxes, payroll taxes (our Electronic Debit Tax and Energy Policy will enable the Australian industry to compete on a level playing field).

BACKGROUND BRIEFING

- The Australian Tourist Commission is an Australian Government Statutory Authority established in 1967 to promote Australia as an international tourism destination. The principal objectives under the Australian Tourist Commission Act 1987 are to:
- increase the number of visitors to Australia from overseas;
- Maximise the benefits to Australia from overseas visitors.
- The Commission is governed by a 10-member board, which reports to the Federal Minister for Sport and Tourism. The board forecasts: Visitor arrivals were to grow at an average annual rate of 7.8% between 1999 and 2010. Inbound Tourism's economic impacts is claimed to account for 12.2% of all export earnings (see attached data), however these claims are somewhat optimistic as little of the claimed economic gain remains in Australia. The majority of our key resorts are now foreign owned, most by the Japanese who fly here in their own planes, stay at their own hotels, travel around in their own buses, shop at their own shops and using their own money. Tourism offers few real job opportunities. Being dependent on it is unwise, especially in the current global financial situation. Tourism is the least profitable and most vulnerable enterprise in a shaky world economy.

Only $13 billion comes from business travel and tourism. This would have to increase four to five times to overcome the deficit on trade in manufactured goods. It does not offer many real job opportunities for those who are displaced from our manufacturing industry.

DEFINING TOURISM

In the way that government and corporate interests use it, the term tourism is an obstacle to understanding by the wider community. The term is purely generic and uses too broad a brush to paint a meaningful picture. From the point of view of responsible government, our first regional management role should be to identify the primary market attractions, tourism icons and sub-icons, which ultimately define the industry. Second, we should identify essential servicing industries: tours, tour guides, agents, icon managers, and on-site accommodation and transport services. Then we should look at the extent of the next tier of service, providing complementary support and backup to the group; the food providers, liquor, music and entertainment providers, photo shops, souvenir outlets and the myriad other services and retail outlets.

Finally, at the end of this line, should be the airlines, coach companies and hotel chains associated with the icon-to-icon transit phase and international arrival and departure. Quite clearly, the primary service providers and on-site managers are closest to the action. They are at the industry interface and are the best positioned to monitor tourist's motivations and their ever-changing tastes. The industry should be guided by their reports as to the nature and extent of current market demand. Hotel and airline managers, developers, coach companies, retailers and government and council bureaucracies, all of these usurp this all-important role purely because they are bigger; they carry more weight. In the prevailing environment of government by lobby, this overloading of one end of the industry seesaw is inevitable.

With the erosion of democratic process, the primary service providers and the wider community have no input, either to correct industry lurches in the wrong direction, or to contain developments which harm the tourist attractions or the hosting community or both. Over-development certainly attracts some tourists, but it drives away hundreds of times more. Lost to sight and to analytical focus, is the original tourism attraction. If we structure our thinking, we are reminded that we want tourists to visit our particular region because we want them to spend money; money more importantly, that is retained by our regional owned businesses and which then filters through the local economy, benefiting the entire community.

From a business perspective, not to mention a patriotic one, we do not want foreign-owned enterprises siphoning off our tourism-generated wealth, nor do we want them to intrude negatively on our tourism attractions and icons, nor on our social or natural environments. We certainly do not want them to take control of our industry. It needs to be recognised that the hospitality and transport industries are essentially incidental and complementary to the experiential journey of the tourist in Australia. Nobody travels twelve thousand kilometres to experience a hotel or an interstate flight.

Ref. "Tourism and Wealth Retention" by Tony Ryan.

Edited and formatted
By
Andrew Webber Federal Policy coordinator NSW

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nswonenation.com.au **Phone/Fax** (02) 9709 2332 **PO Box** 4213 Lugarno NSW 2210 **e-mail:** onenation @nswonenation.com.au