Fact sheet

Tourism-related SACE Research Projects

This fact sheet has been prepared for the purpose of providing ideas for possible tourism-related research topics for SACE Research Project students.

South Australian Tourism Commission

The South Australian Tourism Commission’s purpose is to work with industry to deliver marketing, events and development programs that support tourism growth. Based in Adelaide, the organisation works closely with representatives in the 11 key regions of the state to promote the state’s tourism assets internationally as well as domestically.

The SATC website has a [Student Resources section](http://tourism.sa.gov.au/research-and-reports/student-resources.aspx) where you will find a range of information about the role of SATC and useful resources to assist you with your projects and information search.

You will find information about SATC in the About SATC section, including the Annual Report and Strategic Plan.

<http://tourism.sa.gov.au/about-satc.aspx>

These publications provide information about campaigns, results, marketing budgets, tourism strategies, activities and staff.

If you are thinking about setting a research topic for an assignment, look at these reports first to determine the type of information that is accessible.

* Industry support <http://www.tourism.sa.gov.au/industry.aspx>
* Domestic and international campaigns <http://www.tourism.sa.gov.au/campaigns.aspx>
* South Australian Tourism Plan Summary 2009 – 2014
* <http://www.tourism.sa.gov.au/assets/documents/SATC_Plan_2012-14.pdf>
* Research and reports <http://www.tourism.sa.gov.au/research-reports.aspx>
* Annual reports <http://www.tourism.sa.gov.au/about-satc/annual-reports.aspx>

Tourism Australia

Tourism Australia <http://www.tourism.australia.com/media-tools.aspx>

is the Australian Government agency responsible for attracting international visitors to Australia and encouraging Australians to travel domestically, both for leisure and business events. The organisation is active in around 30 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

There is a range of statistical information available at: <http://www.tourism.australia.com/statistics.aspx> including information on

* Market snapshots
* Market arrivals
* National and international campaign information
* Aboriginal tourism

Tourism Research Australia

Tourism Research Australia (TRA) is a branch within the Department of Resources, Energy and Tourism. TRA Australia's leading provider of quality tourism intelligence across both international and domestic markets. Visit: <http://www.tra.gov.au/>

* The International Visitor Survey <http://www.tra.gov.au/publications/latest-ivs-report.html> is the most comprehensive source of information on international visitors to Australia.
* The National Visitor Survey <http://www.tra.gov.au/publications/latest-nvs-report.html> is the major source of information on the characteristics and travel patterns of domestic tourists within Australia.
* Tourism forecast reports <http://www.tra.gov.au/publications/latest-forecasts.html> are produced by the Tourism Forecasting Committee.

Other useful links

* The Australian Bureau of Statistics releases monthly visitor arrival reports, including visitor numbers by market. <http://www.abs.gov.au/websitedbs/c311215.nsf/22b99697d1e47ad8ca2568e30008e1bc/2ca1bbf5a5d82db8ca2567220072eab3!OpenDocument>
* Sustainable Tourism Online (STO) is a comprehensive online information resource delivering substantial research, data and tools within three main sustainability themes – Destinations and Communities, Business Operations, and Parks & Culture.

<http://www.sustainabletourismonline.com/>

* Visit the other State Tourism Operators (STO) websites too; google Tourism Queensland, Northern Territory Tourism, Tourism Victoria, Tourism Tasmania, Tourism New South Wales and Tourism Western Australia.