



Australian Government

Department of the Environment, Water, Heritage and the Arts

Marine and Tropical Sciences Research Facility Milestone Report, February 2009

**Program 8: Sustainable Use and Management of Marine Resources of the
Great Barrier Reef**

**Project 4.8.6: Analysis of recreational and tourism use and impact on the
Great Barrier Reef for managing sustainable tourism**

Project Leader: Professor Bruce Prideaux, James Cook University (JCU)

Summary

This report provides a review of activities undertaken between November 2008 and February 2009, and reports on plans for completion of activities for Objective (d) *Identification of key trends and drivers of visitor patterns, including a comparison of the Great Barrier Reef with international reef tourist attractions.*

The main aims during this time were to continue with data collection through the conduct of visitor surveys; to improve the usefulness of the data using feedback from key stakeholders; and to raise the research profile through newsletters and conference presentations.

Project Outputs / Milestones

Targeted Activity	Due Date
<ul style="list-style-type: none">• Plan for completion of activities for Objective (d), including completion of remaining surveys, data collated on visitor usage of other Australian and international reef tourist attractions for comparison with data from the Great Barrier Reef.• Visitor Survey Annual Report for the year ending December 2008.• Summary of any communication activities undertaken to date, including minutes of meetings / workshops if applicable.	February 2009

Project Results

Description of the results achieved for this milestone

Data collection has continued with no incidents. Reporting to industry occurs on a monthly basis, resulting in increased support and recognition by industry partners.

Results were presented at CAUTHE conference in Fremantle, 9-13 February 2009. Two fact sheets were also produced and disseminated via the MTSRF website.

An Honours student has started to work within the project to determine the size of the diving industry, and additional in-depth research is being undertaken into reef interpretation.

A final draft of the Second Year Annual Report on tourist surveys was submitted to the Reef and Rainforest Research Centre and is undergoing review and editing. It is anticipated that this report will be available for download from the MTSRF website by July 2009.

Communications, Major Activities and Events – During this milestone reporting period

Two refereed journal papers are in press; one *in Tourism in Marine Environments*, and one in *Current Issues in Tourism*.

Conferences attended (and presented at) include CAUTHE. Two fact sheets were also produced and disseminated via the MTSRF website.

Communications, Major Activities and Events – During next milestone reporting period

Further input from stakeholders will be sought through a steering committee meeting in 2009, to reporting requirements.

Additional industry partners will be sought in the Whitsundays and the Capricorn Coast. Additional fact sheets with a focus on value-adding in reef tourism will be produced in collaboration with Ann Penny of James Cook University (Project 4.8.8).