



A Study of Sustainable Tourism for Tasmania

The Landscapes and Policy Hub is undertaking a sustainable tourism study of community attitudes to nature-based tourism with a focus on Tasmania's world heritage and other protected areas.

1. Why study social attitudes?

Tasmania has experienced a decline in the numbers of visitors to regional areas despite a small increase in overall visitor numbers. An option to stimulate development in the regions is to encourage sustainable tourism development.

A recent trend in tourism has been the development of ecologically sustainable developments, such as extended walks, accommodation and other attractions, located within or adjacent to protected areas. It is thought that developments such as these attract a high yielding visitor.

However, we don't know how socially acceptable these developments are to the people affected by tourism in Tasmania. We also don't know the extent that sustainable tourism development of this type will increase the rates of visitation to these areas.

2. Why are we doing this study?

The study will research tourism stakeholders' attitudes towards sustainable tourism development in sensitive areas in Tasmania.

For the purpose of this study, sensitive areas are defined areas with Matters of National Environmental Significance (MNES) in Tasmania, as listed under the *Environment Protection and Biodiversity Conservation Act 1999*, with a focus on the Outstanding Universal Value of World Heritage places.

Matters of National Environmental Significance include species, communities and places of significant cultural heritage.

3. What will we do?

Specifically the study will:

1. Develop a thorough understanding of stakeholders' attitudes towards sustainable tourism development in areas recognised for the presence of MNES across Tasmania.
2. Determine the social acceptability of development by assessing stakeholders' attitudes to a range of single-area and multiple-area development scenarios in areas recognised for the presence of MNES.
3. Assess the likely economic impacts of different development scenarios on visitation, and where possible on expenditure, in areas recognised for the presence of MNES in Tasmania.
4. Produce a series of recommendations for acceptable tourism development scenarios that can inform local and regional planning frameworks in Tasmania.

4. What are the research outcomes?

- An understanding of stakeholders' attitudes towards sustainable tourism development in Tasmania in sensitive areas.
- An understanding of the likely change in visitation and expenditure in response to a range of development scenarios for sensitive areas.
- Scenarios of acceptable development for sustainable tourism in sensitive areas.
- A series of recommendations for acceptable tourism development to inform local and regional planning frameworks.



5. How will we collect data?

We will use a mixture of qualitative and quantitative research methods to gather stakeholders' attitudes. This will allow us to gauge what forms of development are preferred and why they are preferred.

We will explore the attitudes of local residents, operators, regulators, members of tourism related associated organisations, as well as domestic tourists to Tasmania. We will use

pictorial scenarios to prompt our participants to express what they like, and don't like, about different scales of development and styles of development.

We will then use economic modelling to determine the likely impact of the preferred scenarios on the Tasmanian economy.

6. Who are the NERP Researchers involved?

Dr Anne Hardy (University of Tasmania) is an expert in qualitative research into stakeholder attitudes into tourism development in sensitive areas. Dr Hardy is leading the study.

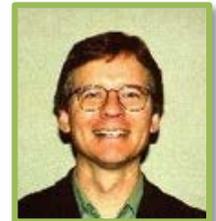


Dr Penny Davidson (Consultant and Charles Stuart University Adjunct Professor) is an expert in qualitative research into outdoor recreation and tourism, environmental behaviour and relationship to place.



Dr Leonie Pearson, University of Canberra, is an economist with expertise in quantifying residents' attitudes towards development in National Parks on an individual and cumulative scale.

Dr Lorne Kriwoken (University of Tasmania) is an expert in protected area legislation, policy and management with tourism and development; cumulative impact assessment.



Where can I find out more?

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About the NERP Landscapes and Policy Hub

The Landscapes and Policy Hub is a research collaboration that focuses on integrating ecology and social science to provide guidance for policy makers on planning and management of biodiversity at a regional scale. It is the research hub is developing tools, techniques and policy options to integrate biodiversity into regional scale planning.

The multi-disciplinary research collaboration is hosted by the University of Tasmania and is one of five national research hubs funded to study biodiversity conservation by the National Environmental Research Program (NERP) for four years (2011-2014).

