

Tourism Structures

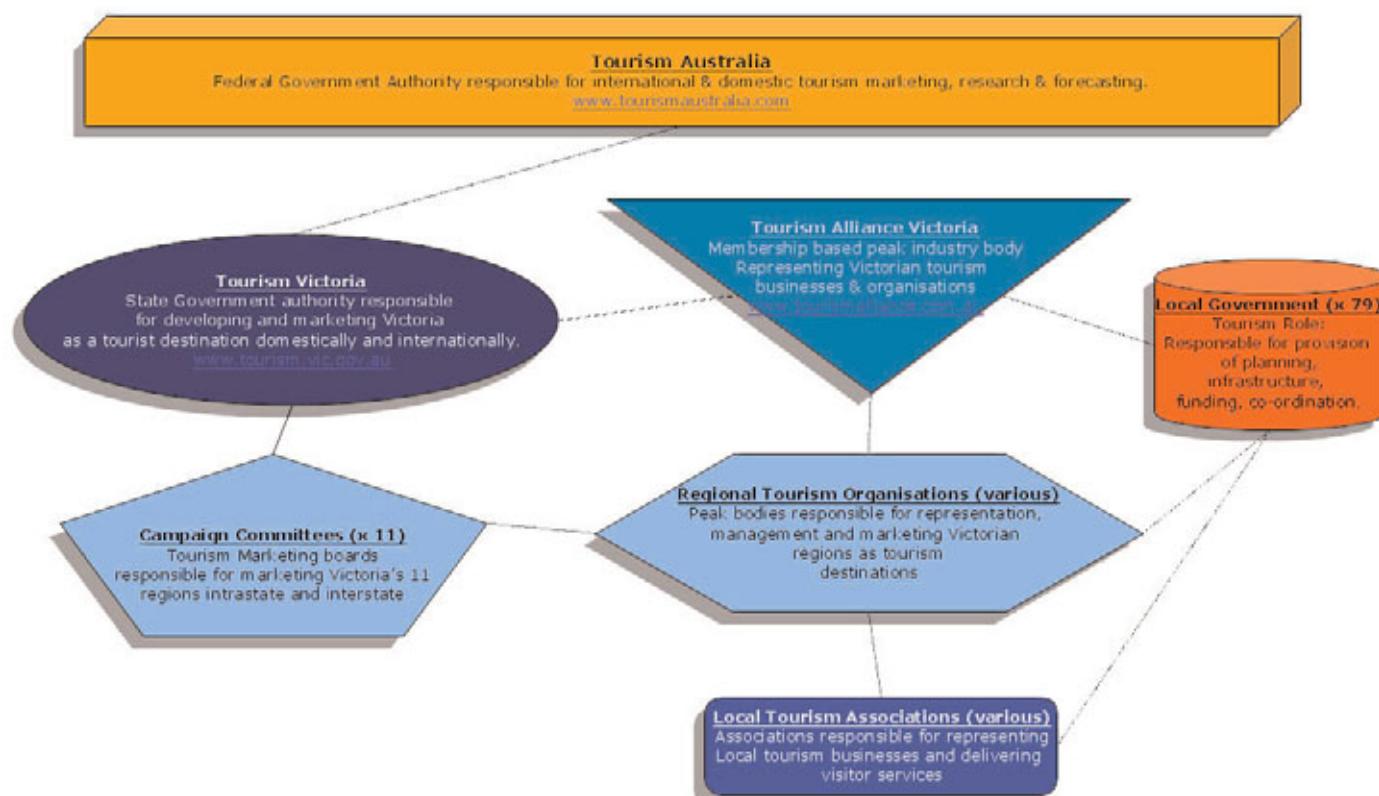
Fact Sheet 02
June 2008

This factsheet has been prepared by Tourism Alliance Victoria to assist local communities, local and regional tourism organisations and local government to understand the structure of Victoria's tourism industry.

While tourism is called an industry it has also been described as a system. It includes the regions where people live (home), their travel to holiday destinations and their activities between home and the destination. Tourism also involves both tangible and intangible elements. The

tangible elements of the tourism industry include: transport, accommodation, food and beverages and shopping while some of the intangible elements include: a sense of adventure, escape, excitement, cultural development, social interaction.

Tourism Structure



Tourism Australia incorporates:

- Tourism Research Australia
- Indigenous Tourism Australia and
- Tourism Events Australia

Also at the **national** level:

- Government Department:
 - Department of Industry Tourism & Resources
- Industry bodies (for example):
 - Australian Tourism Export Council
- National Tourism Alliance
- Restaurant & Catering Australia
- Australian Farm Tourism
- Caravan, RV & Accommodation Industry of Australia Ltd



Tourism Victoria incorporates:

- International Marketing
- Domestic Marketing - Regional Marketing - Campaign Committees (map below)
- Research
- Tourism Online- visitvictoria.com
- Investment and Aviation
- Familiarisation Program

Also at the **State** level:

- Government Departments with tourism services/facilities:
 - Department of Sustainability & Environment
 - Parks Victoria
- Industry Bodies (for example):
 - Tourism Alliance Victoria
 - Victorian Tourism Industry Council
 - Accommodation Getaways Victoria
 - Restaurant & Catering Victoria

Tourism Alliance Victoria incorporates:

- Regional Victoria Conference Group
- Activity Groups including attractions, tourism managers, Visitor Information Centres and adventure and nature based operators
- Tourism Operators
- Regional Tourism Managers
- Local and Regional Tourism Associations
- Local government
- Visitor Information Centres

Regional Tourism Organisations

- Cross Local Government Area Boundaries
- Functions of a Regional Tourism Organisation (see Fact Sheet)
- Examples:
 - Geelong Otway Tourism
 - Swan Hill Inc.
 - Destination Yarra Valley and Dandenong Ranges
 - Shipwreck Coast Tourism

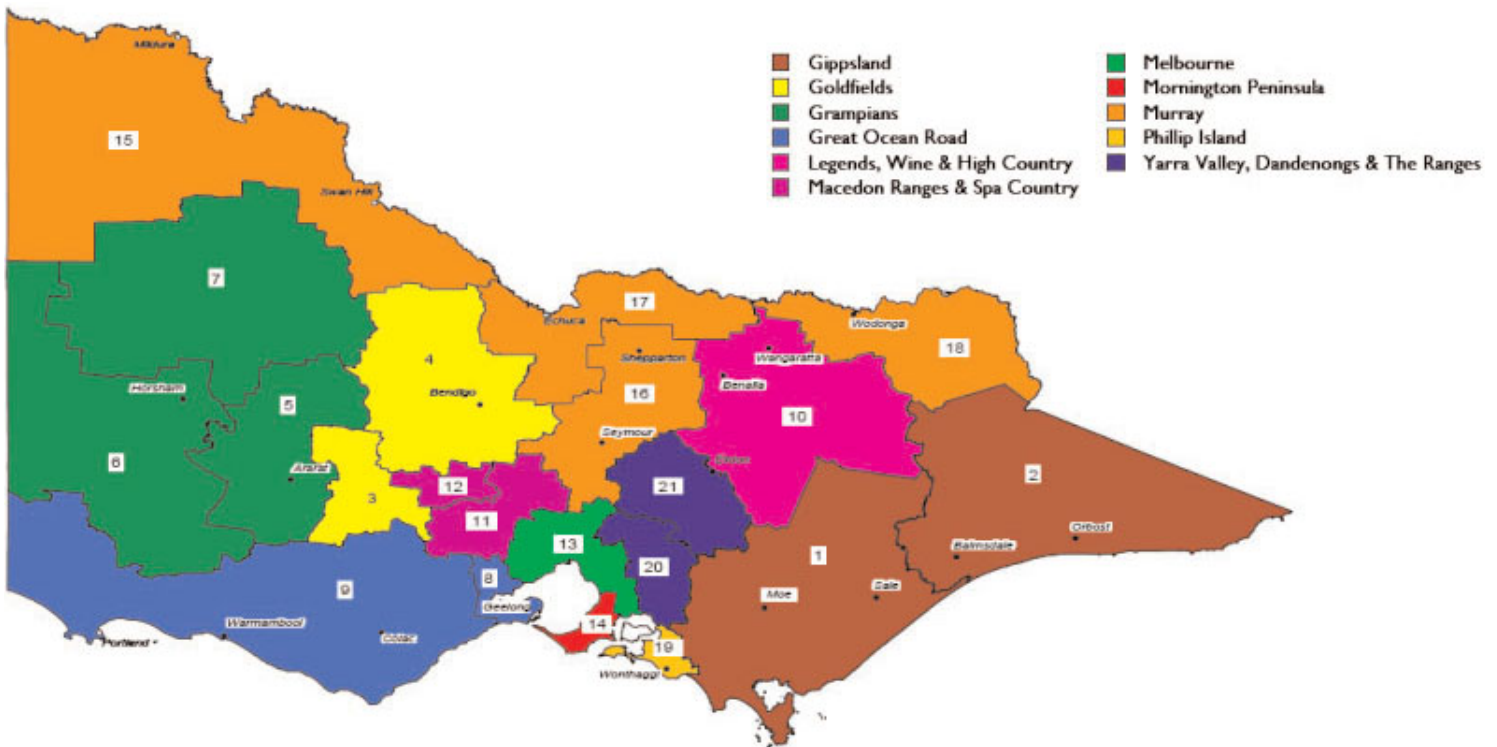
Local Tourism Associations

- Operate within Local Government Area boundaries
- Functions of an LTA (see Fact Sheet)
- Examples:
 - Nillumbik Tourism Association
 - Surf Coast Tourism
 - Halls Gap Tourism and Business Association
 - Heathcote Tourism and Development Association

Local Government

Local Government generally views tourism as an economic development strategy through:

- Management
- Infrastructure
- Facilities - galleries, museums, swimming pools
- Planning
- Visitor Servicing
- Marketing
- Private sector partnerships



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