

INTRODUCTION

This workshop, "Tourism and the Great Barrier Reef" was sponsored by the Great Barrier Reef Marine Park Authority and the (then) Queensland Government's Department of Tourism. It was held at the Mackay City Council Chambers from the 9th to 11th April, 1979.

The purpose of the workshop was to bring together a cross-section of representatives associated with tourism in the Great Barrier Reef Region, enabling them to:

- discuss marketing, conservation and research needs for Great Barrier Reef Tourism;
- review by open forum, the roles of government agencies which have a public responsibility towards the reasonable use of the Great Barrier Reef.

One hundred and twenty one delegates attended and participated actively in the program, which featured five workshop sessions with discussion periods, forum panels and a reef flight excursion.

Key note and panel speakers were selected for their expertise and ability to communicate their particular topic. Each workshop session was chaired by a recognised industry specialist. The proceedings were recorded in full; papers and delegates, deliberations have been edited to give a broad representation of the discussions.

The proceedings and recommendations demonstrate the tremendous potential for tourism to the Great Barrier Reef Region.

A major result of the workshop was the establishment of a steering committee composed of tourist industry representatives. The "Reef Region Tourism Task Force" is welcomed by the Great Barrier Reef Marine Park Authority as a means of providing representative contact in a generally fragmented industry.