

CONTENTS

Contents	i
Introduction	iv
List of Speakers and Participants	v
Workshop Opening	
- Welcome	Alderman A.F. Abbott CBE 1
- Response	David Jull MHR 4

Session 1

THE GREAT BARRIER REEF IN THE
INTERNATIONAL TOURIST SETTING

House of Representatives Select Committee on Tourism: Findings relevant to tourism to the Great Barrier Reef	David Jull MHR 6
---	------------------

The Current and Potential Market for the Great Barrier Reef in the International Tourist Setting	John Richardson 20
--	--------------------

How Successful Are We?	Paul Strangleman-Duc 31
------------------------	-------------------------

Group Discussions: Tourism and the Reef	35
---	----

Session 2

SELLING THE GREAT BARRIER REEF

Market Strategies	Doug Nettleship 42
-------------------	--------------------

Identifying Market Profiles	Alan Stringfellow 46
-----------------------------	----------------------

Selling the Great Barrier Reef: TAA Market Strategies	Wally Franklin 60
--	-------------------

The Role of the Travel Agent	
Eric Grimes	69

Game Fishing on the Great Barrier Reef	
Jock Izatt	72

Development Forms Suitable for the Overseas Market	
Stephen Le Page	76

Session 3

REEF TOURISM AND NATIONAL PARKS

Tourism and the Environment of the Great Barrier Reef and Coastal Areas	
John Luscombe	89

Tourism in the Environment	
David Coleman	96

POLICY ROLES FOR TOURISM:

The Role of the Great Barrier Reef Marine Park Authority in Relation to Tourism on the Great Barrier Reef	
Dr. Joe Baker	103

The Queensland Fisheries Service and Tourism in the Great Barrier Reef Province	
Noel Haysom	110

National Parks and Tourism in the Great Barrier Reef Province	
Peter Ogilvie	116

Panel Discussion: Policy Roles in Tourism	122
---	-----

Session 4

RESEARCH AND DEVELOPMENT -
PREPARING FOR THE 1980'S

The Role of the Commonwealth Government in Relation to Tourism	
Nevin Ellis	130

Research Needs for Tourism Development and Promotion	
Dr. John Pigram	133

The Great Barrier Reef Marine Park
Authority: Its Future Role in Research
and Planning for the Development of
Tourism Richard Kenchington 147

Developments in Tourism since 1971
Roy Claringbould 161

Session 5

THE FUTURE OF REEF TOURISM AND
RECOMMENDATIONS

Resolutions by the Delegates 174

CLOSING REMARKS

Dr. Joe Baker 180

Peter Wakeling 182