

WORKSHOP SESSION ONE

THE GREAT BARRIER REEF IN THE INTERNATIONAL TOURIST SETTING

(Chairman : Peter Wakeling  
Director of Marketing, Department of Tourism)

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House of Representatives Select  
Committee on Tourism: Findings  
relevant to tourism to the Great Barrier Reef

by

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Chairman of the House of Representatives Select  
Committee on Tourism

I must personally congratulate the Queensland Department of Tourism and the Great Barrier Reef Marine Park Authority for the effort put into organising this workshop. It is very timely, tourism in Australia is on the verge of great advancements. As I said in my reply to the Mayor Alderman Abbott, Australia's share of the international tourist dollar has been very small fry in the past, but now the situations and conditions are being created where we can start taking greater advantage of that tremendous wealth and prosperity that tourism can bring.

I would like to give you a little bit of background about the report "The House of Representatives Select Committee on Tourism". I know a lot of you have probably read it. It's a report that achieved a number of firsts. As far as parliamentary committees go in the Federal sphere, it was the committee that created the record number of witnesses. The committee spent quite a lot of time in North Queensland taking evidence and observing the available facilities and talking to many of the tourist operators. I believe it's a most significant report and one that should act as a bench mark in the history of tourism in Australia. It is obtainable at Australian Government Publishing Service Bookshops for \$4.00 a copy. I understand it's also creating some sales records. I think that's an indication of the interest that has developed in tourism in this country over the last few years.