

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



North West residents' opinions sought for tourism study in Regional Tasmania

The University of Tasmania is this week visiting towns in the North-West to seek opinions on how tourism should develop in the Tarkine.

Study Leader, Dr Anne Hardy from the University's School of Business and Economics, said that the study team will visit the towns Stanley, Smithton and Arthur River to gain a grassroots appreciation for people's attitudes towards tourism development.

"An option to stimulate development in the regions is to encourage sustainable tourism development.

"We want to understand what communities think about current tourism development and gauge reactions to various options for future tourism development," Dr Hardy said.

"A booth will be set up outside the Smithton Woolworths from 10am-3pm on Friday 4 October and Saturday 5 October, so local residents can drop in to give the research team their thoughts."

"The research team is using an innovative approach that asks people to rank their preferences using photos in a thought-provoking and fun way; this is a departure from traditional survey methods."

As well as speaking with Smithton shoppers, the study team will visit towns in the Arthur River area to gauge the attitudes of tourism operators, regulators, interest groups, developers.

Based on the suggestions, the research team will then assess the likely economic impacts of different development scenarios on visitation rates and potential visitor expenditure in these region areas.

The outcomes are anticipated to be a series of recommendations for acceptable tourism development to assist local and regional planning bodies.

As well as visiting the Tarkine area, the study team is also looking at the Bay of Fires and Bathurst Harbour areas.

This research project has ethical clearance from the University of Tasmania Human Research Ethics Committee (Reference: H13527)

The research study is funded through the [National Environmental Research Program](#) and is contributing to a body of knowledge collected by the UTAS - based [Landscapes and Policy Research Hub](#).

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Additional information about the study is available at:

www.nerlandscapes.edu.au/publication/study-sustainable-tourism-tasmania

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