Influence of the Tourism Industry on the Australian Economy

Nelica Francki - Novak

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Influence of the Tourism Industry on the Australian Economy

Final Paper

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Čakovec, 2015
Abstract

Australia is a country in the southern hemisphere between the Pacific Ocean and the Indian Ocean. The capital city is Canberra and the biggest one is Sydney. The population of Australia is about 24 million people. It is composed of six states, two major mainland territories, and other minor territories. The main language is English and the official currency is the Australian dollar (AU$). The Australian emblem is a flower called the Golden Wattle. It is a very interesting tourist destination with over six million tourist visitors per year, who predominately visit the big cities along the coast combined with the „bush“ – the interior part, also full of exotic and beautiful tourist destinations. The majority of them arrive from the neighbouring country New Zealand, then from China, the USA, Malaysia and Singapore. From Europe most of the visitors are from Germany. As this continent was developing far from the rest of the world there are many specific types of flora and fauna, which together with a specific relief, climate and specific gastronomic elements make Australia an exceptionally attractive tourist destination with Sydney, Melbourne and the Golden Coast as most frequently visited. Generally, tourism is the most developing branch of industry globally in the world and it is predicted that it will be growing in the future too. Tourism makes an important contribution to the Australian GDP and therefore a contribution to the entire Australian economy. Tourism in Australia is still growing.

Key words: Australia, tourism, tourist destination, visitors, nights, attractions, growth
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1. Introduction

This Final Paper describes Australian tourism and the impact it has on the entire Australian economy. It is important to mention that despite the global crisis which is affecting the world today, Australian tourism is growing. It represents one more evidence for a hypothesis that tourism is the most developing branch of industry in the world, with a yearly growth of 4.3 %, as predicted till the 2020.

There are also presented some of its most beautiful and interesting tourist attractions. Ten most visited tourist attractions, divided into the anthropogenic and the natural ones are described more in detail. Australia is a very rich country, full of exotic places to visit, very interesting for tourist travels, although it is a bit far from the “rest of the world“, as also Australians colloquially like to call their continent “the Land Down Under” because of its specific far position. Today it is a relative term as the conditions for tourist travels have changed and the world has become a global market, so nothing is faraway anymore. This refers in particular to changed conditions of intercontinental flight routes which are becoming cheaper and cheaper, so more and more tourists are able to travel and visit distant destinations and countries including Australia.

Tourism is an important part of the entire Australian economy and makes up to 3% of the GDP and is still growing, having a big influence on all other branches of industry as well as on employment in this country.
2. Australia generally

Australia (lat. austra’lis = southern) is the smallest continent in the world, far from the rest of the world and that is the reason why it has been discovered very late. As Dutch have discovered this land, the first it was called New Netherlands, and only in 1814 the name Australia was accepted.

Australia is a multicultural country. People from around the world have migrated to Australia and have brought with them their culture and other particularities. The world's smallest continent and largest island, Australia is almost the same size as the United States, but with a population the size of New York State and is full of the richest wildlife on the planet. One interesting fact to be mentioned is that there are more than 40 million kangaroos in Australia now, which is more than the total population of Australia. On the other hand there are about 140 million sheep, much more than kangaroos, and that is why Australia is worldwide famous for their quality wool. (http://www.informationplanet.com.au/travel-and-holidays-in-australia/basic-facts-about-australia). The main language is English and the official currency is the Australian dollar (AU$). The Australian emblem is a flower called the Golden Wattle. (Svijet okonaš, 1990)

2.1 Geographic data

Because it is so distant, Australia is specific not only for its position but also for climate, flora, fauna, gastronomy and its tourist attractions.

2.1.1 Location

Australia is a country in the southern hemisphere between the Pacific Ocean and the Indian Ocean. Its official name is the Commonwealth of Australia. By landmass it is
the sixth biggest country in the world, and is a part of the Oceanic and Australasian regions.

Australia, New Zealand, New Guinea and other islands on the Australian tectonic plate together are called Australasia. They form one of the world's great eco zones. With other Pacific islands this region is called Oceania. (Stražić, 1996).

Picture 1: The big cities in Australia

Source: https://www.google.hr/search?q=australia+image+library+big+cities+on+the+coast+map&espv=2&biw=1366&bih=667&source=lnms&tbm=isch&sa=X&ved=0CA

2.1.2 Relief and climate

Australia's landmass is 7.617.930 square kilometres and is located on the Indo-Australian plate. It is a very big country, but much of the land is very dry, and the middle of the continent is mostly desert. Only the areas around the east, west and south coast have enough rain and a suitable climate for many farms and cities. (Šegota, 2001)

2.1.3 Socio-political structure

Australia is composed of six states, two major mainland territories, and other minor territories. The states are New South Wales, Queensland, South Australia, Tasmania, Victoria, and Western Australia. The two major mainland territories are the Northern Territory and the Australian Capital Territory (ACT). (Picture 2)
Each state and territory has its own Parliament and makes its own local laws. The Parliament of Australia sits in Canberra and makes laws for the whole country, also known as the Commonwealth or Federation.

Australia is a member of the United Nations and the Commonwealth of Nations. It is a parliamentary democracy and a constitutional monarchy with Elizabeth II as Queen of Australia and Head of State and a Governor-General, who is chosen by the Prime Minister to carry out all the duties of the Queen in Australia.

The Federal government is led by the Prime Minister of Australia, who is the member of the Parliament chosen as a leader. The current Prime Minister is Tony Abbott. (http://www.pm.gov.au/).

Picture 2: Australian states

Source: https://www.google.hr/search?q=australia+image+library+big+cities+on+the+coast+map&espv=2&biw=1366&bih=667&source=lnms&tbm=isch&sa=X&ved=0CA

1 Commonwealth of Nations - formerly the British Commonwealth of Nations - an intergovernmental organization of 53 member states that were mostly territories of the former British Empire
2.2 History

History of this continent is very interesting going into the past many years ago thanks to the Aboriginal people, so speaking of Australia’s history means start speaking about the Aboriginal people.

2.2.1 Aboriginal people

The Australian Aboriginal people (Picture 3) arrived in Australia more than 50,000 years ago. Until the arrival of British settlers in 1788, they lived by hunting and gathering food from the land. Aboriginal people did not usually build houses, except huts of grass, leaves and bark. They did not usually build walls or fences. They didn’t use metal or make pottery or use bows and arrows or weave cloth.

The boomerang, well known device, was used in some areas for sport and for hunting. Aboriginal people were highly bound to the land.

Picture 3: Aboriginal people

Source: https://www.google.hr/search?q=australia+image+library+aboriginal+people&espv=2&biw=1366&bih=667&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWo

2.2.2 Discovering Terra Australis – “the Land of the South“

In the first years of the 17th century, some Dutch merchants ships, when trading with the islands of Batavia (now Indonesia), touched on the coast of Australia. The Dutch Governor, van Diemen, sent a man called Abel Tasman on a voyage of discovery and he found Tasmania. Several years ago also captain Cook found “Terra Australis” – the
Land of the South, when he discovered New South Wales after discovering New Zealand. He was the first who met Aboriginal people there. (http://www.teara.govt.nz/en/map/1403/terra-australis-incognita)

2.2.3 The final union

Most of the Australian colonies, having been settled from Britain, became mostly independent democratic states in the 1850s and all six combined as a federation on 1 January 1901, what has remained the structure until today. The first Prime Minister of Australia was Edmund Barton in 1901. (Svijet oko nas 1, 1990)

2.3 Culture

The primary influence of Australian culture development until the 20th century was British, although distinctive Australian features had been evolving from the environment and indigenous culture. Over the past 50 years, Australian culture has been strongly influenced by American popular culture (particularly television and cinema), large-scale immigration from non-English-speaking countries, and Australia’s Asian neighbours. (Parish, 2008). Today it is a multicultural country with highly developed all cultural structures.

2.4 Population

The first people arrived in Australia more than 50,000 years ago. These native Australians are called the Australian Aborigines and today they still make an important share in the entire population with their specific culture and way of life.

In Australia live about 24 million people, most of them - approximately 80% live on the coast in cities such as Sydney, Melbourne, Brisbane, Darwin, Hobart, Perth and Adelaide (Picture 1), so it is one of the world's most urbanised countries. The density is 2.9/km² what makes Australia the 3rd least densely populated country in the world. Most of the population are descended from immigrants who arrived in 19th and 20th century, the majority of them from Britain and Ireland.
Australia’s population has quadrupled since the middle of last century, stimulated by many immigration programs.

(https://en.wikipedia.org/wiki/Demographics_of_Australia)

2.4.1 Languages

English is the official language, and is spoken and written in a distinct variety known as Australian English, spoken by 80% of the population. The next most common languages spoken at home are Chinese, Italian and Greek. It is estimated that there were between 200 and 300 Australian Aboriginal languages at the time of first European contact, from which number only about 70 have survived.

(https://www.justlanded.com/english/Australia/Australia-Guide/Language/Language)

2.4.2 Religion

According to the latest results 68% of Australians are Christians, from which 21% identifying themselves as Anglican and 27% as Roman Catholic. Five per cent of Australians identify themselves as non-Christian, and 26% as non-religious.


2.4.3 School attendance

School attendance is obligatory throughout Australia between the ages of 6–15 years (16 years in South Australia and Tasmania), contributing to an adult literacy rate that is assumed to be 99%. Approximately 58% of Australians between the ages of 25 and 64 have vocational or tertiary qualifications.

(https://en.wikipedia.org/wiki/Education_in_Australia)

2.4.4 Popular Australians

The most famous Australian persons who must be mentioned are: Banjo Paterson and Henry Lawson who wrote about life in the Australian bush, Colleen McCullough and Patrick White who won the Nobel Prize in Literature.
The most known symbol of Australian culture is Sydney Opera House (Picture 4), where many musicians perform their work, like the opera singers Nellie Melba and Joan Sutherland, pop singer Kylie Minogue, rock and roll bands Men At Work, Bee Gees, AC/DC and others.

Australian Aboriginal music is very special and very ancient – it has the famous didgeridoo woodwind instrument, also well known (Picture 5).

Among TV and movie stars they are Barry Humphries, Steve Erwin, Russell Crowe, Cate Blanchett, Heath Ledger and Nicole Kidman. (https://en.wikipedia.org/wiki/Category:Australian_film_actors)

Sport is also an important part of Australian culture. The country has participated in every summer Olympic Games of the modern era, and every Commonwealth Games, and has hosted Summer Olympics in the years 1956 and 2000. These mega events have contributed a lot to a greater development of tourism in this country as numerous visitors have visited Australia right for these reasons.


2.5 Specific qualities

In comparison to the rest of the world, Australia is typically a specific continent and country, full of particularities in all spheres. It is a reflection of its distant position and so development here was a bit different than on other continents and countries.

2.5.1 Natural

Because of its long-term geographic isolation, much of Australia’s biota is unique and diverse. About 85% of flowering plants, 84% of mammals, more than 45% of birds, and 89% of in-shore, temperate-zone fish are endemic. There have been created many protected areas to preserve Australia’s unique ecosystems. Australia was ranked on 13th place in the world according to Environmental Sustainability Index. (http://www.australia.gov.au/about-australia/australian-story/austn-flora)

Picture 6: Eucalyputs

Source: https://www.google.hr/search?q=eukaliptus+slike&espv=2&biw=1366&bih=667&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWoVChMIhoS-4NTYxwIVRfo

Most Australian plant species are evergreen and many are adapted to fire and drought, including the eucalypts (Picture 6) and acacias. Eucalyptus exists only on this continent. Australian fauna include kangaroo, wombat, and birds such as the emu, cockatoo, and kookaburra and dingo. Koala (Picture 7) is a typical endemic species of animals in Australia, well known all over the world. (http://www.australia.gov.au/about-australia/australian-story/austn-flora). On this continent live more poisonous than non-poisonous snakes, what is unprecedented in the world.
2.5.2 Gastronomy

Australian gastronomy is also the specific one. Big diversity and richness of foods in Australia are reflection of geographical differences. Grilling takes an important place in social life here. Recognizable Aboriginal meals are leaves of the lemon mirtha, pepper, spinach, desert grapes and macadamia nuts. The newest trend is “bush food“- the native's food.

Some of the most typical known meals of Australia are:

Damper – traditional Australian bread made with no yeast, roasted on open fire or in the oven

Balmain Bugs – flat shrimps of white meat and mild taste, similar to the lobster's one,

Lamingtons – cubes of cake dressed with chocolate and rolled in coconut flour, served with whipped cream and tea. (http://www.navidiku.rs/magazin/lifestyle/ishrana/australijska-kuhinja_6438/)

As it is known that gastronomy make 20% of the motivation for the tourist travels, it is easy to make a conclusion that Australia has a great gastronomic potential and comparative advantage also in these elements to attract guests who want to meet and try new gastronomy in the world.
2.5.3 Australia – safe destination

Most of the tourists who have visited Australia agree about one fact: Australia is a safe country, which is a very important fact that affects tourism. Australian people have highly developed culture of travelling, which is also true for independent travelling, so it is not strange for them when strangers come to their country alone. Australian cities are safe and someone who comes alone can without any fear go sightseeing, relax on Australian beaches or join the Australian surfers who arrive there from all over the world. Safety in Australia is, according to polls made with tourists, the top one. (Australian Daily News, 2014)

So, safety is another specific characteristic of this destination
3. Economy

Australia has a prosperous, Western-style mixed economy, with a per capita GDP slightly higher than those of the UK, Germany and France. The Gross Domestic Product per capita in Australia was last recorded at 37828.25 US dollars in 2014. (http://www.tradingeconomics.com/australia/gdp-per-capita)

3.1 GDP and well being

The country was ranked third in the 2004 Human Development Index and sixth in The Economist worldwide quality-of-life index 2005. In recent years, the Australian economy has been well adapted towards the global economic downturn. Rising output in the domestic economy has been exceeding the global slump, so business and consumer confidence remains strong. Australia’s emphasis on reform is another key factor behind the economy’s power. (http://www.heritage.org/index/country/australia)

3.1.1 Developmental stages of Australian economy

In the 1980s, the Labour Party, led by Prime Minister Bob Hawke and Treasurer Paul Keating, started the process of modernising the Australian economy by floating the Australian dollar in 1983, and deregulating the financial system. Since 1996, the Howard government has continued the process of micro-economic reform, including the partial deregulation of the labour market and the privatisation of state-owned businesses. Substantial reform of the indirect tax system was achieved in July 2000 with the introduction of a 10% Goods and Services Tax, which has slightly reduced the heavy reliance on personal and company income tax that still characterises Australia’s tax system.

The Australian economy had not suffered a recession since the early 1990s. As of July 2005, unemployment was 5.0% with 10.030.300 persons employed. The service sector of the economy, including tourism, education, and financial services, comprises 69% of GDP. (http://www.heritage.org/index/country/australia)
3.1.2 Trade and economic performance

Australia is the most known for its mining and for its production of wool and is the world's largest producer of bauxite.

In the second half of the 20th century, Australian trade shifted away from Europe and North America to Japan and other East Asian markets. Regional franchising businesses, now a $128 billion sector, have been operating co-branded sites overseas for years with new investors coming from Western Australia and Queensland.

In the late 19th century, Australia's economic strength relative to the rest of the world was reflected in its GDP. In 1870, Australia had the highest GDP per capita in the world due to economic growth fuelled by its natural resources. However, as Australia's population grew rapidly over the 20th century, its GDP per capita dropped relative to countries such as the US and Norway. However, the Australian economy has been performing nominally better than many other economies and has supported economic growth for over 20 consecutive years. According to the Reserve Bank of Australia, Australian per capita GDP growth is higher than that of New Zealand, US, Canada and The Netherlands. The past performance of the Australian economy has been influenced by US, Japanese and Chinese economic growth. (https://en.wikipedia.org/wiki/Economy_of_Australia)

3.1.3 Employment

According to the Australia Bureau of Statistics, the unemployment rate in September 2013 was 5.8%. The youth unemployment rate (15 to 24 years) was 11.6% and the teenage unemployment rate (15- to 19 years) was 27.6% According to Roy Morgan Research the unemployment rate in February 2015 is 11%. Australians who were either unemployed or underemployed was estimated to be 20.6% (2.64 million) in 2015. 4 million were estimated to be in part-time or casual employment, about 40% of the Australian workforce (https://en.wikipedia.org/wiki/Australian_Bureau_of_Statistics)
Table 1: States and territories ranked by unemployment rates

<table>
<thead>
<tr>
<th>Rank</th>
<th>States</th>
<th>Unemployment rate (ABS, August 2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tasmania</td>
<td>8.3%</td>
</tr>
<tr>
<td>2</td>
<td>South Australia</td>
<td>6.8%</td>
</tr>
<tr>
<td>3</td>
<td>Queensland</td>
<td>6.0%</td>
</tr>
<tr>
<td>4</td>
<td>New South Wales</td>
<td>5.9%</td>
</tr>
<tr>
<td>5</td>
<td>Victoria</td>
<td>5.7%</td>
</tr>
<tr>
<td>6</td>
<td>Northern Territory</td>
<td>5.5%</td>
</tr>
<tr>
<td>7</td>
<td>Western Australia</td>
<td>5.0%</td>
</tr>
<tr>
<td>8</td>
<td>Australian Capital Territory</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

Source: Australian Bureau of Statistics

From Table 1 it is evident that the smallest rate of unemployment is in Australian Capital Territory, and the biggest in Tasmania. Generally, the unemployment rate is lower than in many other countries.
4. Generally about tourism

Tourism is today the fastest-growing branch of the world economy and is important, even vital source of income for many countries.

4.1 Definition

There are many definitions of tourism, and here it the one which clearly describes the term.

Tourism is travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel, but may also refer to travel to another place within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". (http://www.tugberkugurlu.com/archive/definition-of-tourism-unwto-definition-of-tourism-what-is-tourism)

4.2 Significance of tourism

Tourism has become a popular global leisure activity. It can be domestic or international, and international tourism has both incoming and outgoing implications on country's balance of payments. Today, tourism is a major source of income for many countries, and has a significant influence on the economy of both the source and host countries, in some of them being of vital importance. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations.” (http://www.univeur.org/cuebc/downloads/PDF%20carte/65.%20Manila.PDF)

Tourism contribute with large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism. It makes over 900 billion US$ in the global economy traffics with over 1
billion travellers all around the world, makes 11% of the world investing and over 11% of the world’s consumption.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment area, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other goods.

4.3 International tourism expenditure

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the years 2005 – 2012. (Table 2)

Table 2: Top ten countries the biggest spenders on international tourism

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<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>21.8</td>
<td>54.9</td>
<td>72.6</td>
<td>102.0</td>
</tr>
<tr>
<td>2</td>
<td>Germany</td>
<td>74.4</td>
<td>78.1</td>
<td>85.9</td>
<td>83.8</td>
</tr>
<tr>
<td>3</td>
<td>United States</td>
<td>69.9</td>
<td>75.5</td>
<td>78.7</td>
<td>83.7</td>
</tr>
<tr>
<td>4</td>
<td>United Kingdom</td>
<td>59.6</td>
<td>50.0</td>
<td>51.0</td>
<td>52.3</td>
</tr>
<tr>
<td>5</td>
<td>Russian Federation</td>
<td>17.3</td>
<td>26.6</td>
<td>32.5</td>
<td>42.8</td>
</tr>
<tr>
<td>6</td>
<td>France</td>
<td>31.8</td>
<td>39.0</td>
<td>44.1</td>
<td>38.1</td>
</tr>
<tr>
<td>7</td>
<td>Canada</td>
<td>18.0</td>
<td>29.6</td>
<td>33.3</td>
<td>35.2</td>
</tr>
<tr>
<td>8</td>
<td>Japan</td>
<td>27.3</td>
<td>27.9</td>
<td>27.2</td>
<td>28.1</td>
</tr>
<tr>
<td>9</td>
<td>Australia</td>
<td>11.3</td>
<td>22.2</td>
<td>26.7</td>
<td>27.6</td>
</tr>
<tr>
<td>10</td>
<td>Italy</td>
<td>22.4</td>
<td>27.1</td>
<td>28.7</td>
<td>26.2</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO)

Source:
https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbnm=isch&sa=X&ved=0CAYQ_AUoAWo

The above Table 2 shows how big amounts of money are spent in tourism and tourism consumption and travels so hence its importance is globally recognized.
China is in the first position in expenditure with great increases from year to year. Other top countries are all rich states logically on top positions due to their well-known emissive characteristics.

Australia holds the ninth place, in accordance with its economic standard, and also shows a significant growth from year to year.

Table 3: Top five countries the biggest spenders on international tourism 2014

![Top five countries spending on international tourism 2014](https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWo)

**Source:**
https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWo

### 4.4 Particulary important aspects of tourism

Nowadays it is very important globally from all perspectives to be involved in the sustainable development and so it is the case in tourism.

#### 4.4.1 Sustainable tourism

"Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support.”

(http://sdt.unwto.org/content/about-us-5)

Sustainable tourism can be defined as having regard to ecological and socio-cultural carrying capacities and it means involving the community of the destination in tourism.
development planning. It also involves integrating tourism to match current economic and growth policies so as to mitigate some of the negative impacts of “mass tourism”.

4.4.2 Ecotourism

Ecotourism, also known as ecological tourism, is responsible travel to fragile and usually protected areas respecting economic development and political empowerment of local communities, with respect also for different cultures and for human rights. “Take only memories and leave only footprints” (http://www.shuttersandsunflowers.com/blog/sequoia-national-park-take-only-memories-leave-only-footprints) is a very common slogan in protected areas. That means being environmentally responsible adopting a sustainable behaviour.

4.5 What are the emissive and what are the receptive tourism markets

It is generally defined that the emissive markets are those countries in which more intensity and propensity of their inhabitants to travels is registered – for example Germany, USA, GB, Italy, Netherlands, Scandinavian countries, France, Japan, China. The receptive markets are those countries which largely accept tourists from the emissive countries - for example USA, China, Greece, Spain, Turkey, Cyprus, Croatia. In this work Australia is being observed as the receptive market.

4.6 Forecasts

The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4.3%. In this era of e-commerce, tourism products have become one of the most traded items on the Internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.), including small-scale operators, can sell their services directly. It is the fastest growing branch of industry in the world and so it will continue to be according to all forecasts.
5. Tourism in Australia

Although it seems faraway, Australia is no more just “Land Down Under” and distant. Tourism in Australia is very vivid. Today’s global tourism trends change the meaning of being distant, as the airline tours are not any more expensive and many more people can reach any distant location in the world. So Australia's tourism is literally blossoming and growing.

Australia as a tourist destination is a beautiful and very particular land, attractive to many visitors as land of contrasts and spectacular beauty. Along the coast, tourists can explore multicultural cities, go on a safari across vast sand islands, trek through ancient rainforests, and dive the Great Barrier Reef. In the Outback, national parks and red deserts offer adventure travels. Figure 1 shows how international arrivals to Australia have grown in the last twenty years.

Figure 1: Overseas arrivals to Australia since 1991


International overseas arrivals to Australia have been increased several times in the last twenty years, which is a rapid growth and reflection of the growing tourism.

5.1 Australia as the receptive destination

The tourism industry represents 3% of Australia's GDP, at a value of about $35 billion to the national economy, which is an equivalent of $94.8 million a day to the Australian
Domestic tourism is a significant part of the tourism industry, and contributes with 73% in the total direct tourism GDP. The 2010 - 13 financial years had a record number of overseas arrivals, with over 5.9 million short-term visitor arrivals to Australia (588 extra visitors a day).

Tourism helps fund other infrastructures like airports, roads and hotels, and plays an important role in the economic development of regional areas in Australia, with 45 cents in every tourist dollar spent in regional areas. Every dollar spent on tourism generates 91 cents in other parts of the economy which is a higher multiplier than those achieved for mining, agriculture and financial services. Tourism is a significant industry for Australia. It generates AUD$ 96 billion in spending. It employs directly about 520,000 people, of which 43.7% are part-time. Tourism also contributed 8.0% of Australia's total export earnings in recent five years so it is number one services export in this country.

5.2 Important terms

The term tourism resource means all the potentials where the development of some space or activity could be established, or all means which can be used with a useful aim. The term attraction means quantitative measure of capacity of any object, sight of event to attract tourists. (Ekonomski leksikon, 1995)

5.3 Ten top-rated tourist attractions in Australia

Although in Australia there are numerous tourist attractions, most popular and most frequently visited ten destinations are presented in this Final Paper. They are divided into the two groups - anthropogenic and natural ones. For each destination there is a short description with basic data about it.

5.3.1 Anthropogenic attractions

Anthropogenic attractions are those created by people and not by nature. The most visited ones are presented further on in this paper.
5.3.1.1 Sydney Opera House

Picture 8: Bennelong Point Sydney

Source: https://www.google.hr/search?q=australia+image+library+sydney+opera+house&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoA

The first association of Sydney is always the Opera House. Shaped like huge shells or sails, this building on Sydney's Bennelong Point is on the list of UNESCO World Heritage Sites and is one of the world's great architectural icons. It is surrounded by water on three sides and the Royal Botanic Gardens border it to the south. Danish architect Jørn Utzon won an international competition for its design. The construction was completed in 1973. The building encompasses restaurants, theatres, studios, a concert hall, exhibition rooms, and a cinema. (100 velikih svjetskih čuda, 2000)
5.3.1.2 Sydney Harbour Bridge

Picture 9: Sydney Harbour Bridge

Source: https://www.google.hr/search?q=australia+image+library+sydney+harbour+bridge&biw=1366&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AU

Along with the Opera House, the Sydney Harbour Bridge is one of Australia’s most famous icons. It is the largest steel arch bridge in the world, called also the “Coathanger” because of its shape. It was completed in 1932. It is 134 m high, 500 m long and connects Sydney’s north shore to the central business district. In addition to the pedestrian path, two railway lines extend over the bridge as well as eight lanes for road traffic. Visitors can ascent to the top of the bridge and view over the harbour and city. (100 velikih svjetskih čuda, 2000)
5.3.1.3 Melbourne

Picture 10: Melbourne

Source: https://www.google.hr/search?q=australia+image+library+melbourne&biw=1366&bih=667&espv=2&source=lnms&tbnm=isch&sa=X&ved=0CAYQ_AUoAWoVChMIz

Melbourne is Australia's second largest city and a popular place on many Australia itineraries. Galleries, theatres, restaurants, shops, and a distinctly European feel are the main characteristics of this city on the Yarra River. It is also a green city with parks, gardens, and open spaces occupying almost a third of its total area. Here tourists can visit the Royal Botanic Gardens, the National Gallery of Victoria, and the Melbourne Cricket Ground where sports fans can watch cricket in the summer and Australian Rules football in the winter. Shoppers can go to the Melbourne Central Shopping Centre, and the Queen Victoria Market, which has been selling fruits, vegetables, clothes, and crafts for more than a century. (https://en.wikipedia.org/wiki/Melbourne)
5.3.2 Natural attractions

Australian continent is known for having an impressive number of natural attractions and their number prevails the anthropogenic ones. Here are mentioned the most visited and the most famous natural tourist destinations.

5.3.2.1 Great Barrier Reef

Picture 11: Great Barrier Reef

Source: https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWo

Visible from the outer space, the World Heritage – listed Great Barrier Reef in one of the largest living structures on the planet. This ecosystem includes more than 3,000 coral reefs, 600 continental islands, 300 coral cays and inshore mangrove islands. The park stretches for 2,300 km along the state of Queensland, on Australia’s east coast. Marine life includes soft and hard corals, more than 1,600 species of tropical fish, sharks, dugongs, dolphins, turtles and giant clams. Tourist can view the reef from underwater viewing stations and glass bottom boats. The main launching points for tours are in the coast cities Cairns, Port Douglas and Airlie Beach. (100 velikih svjetskih čuda, 2000).
5.3.2.2 Uluru-Kata Tjuta National Park

Picture 12: Uluru Rock

Source: https://www.google.hr/search?q=australia+image+library+great+barrier+reef&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWo

Located deep in the Australia's Red Centre, Uluru (formerly Ayers Rock), is one of the most photographed natural attractions in the country. This red monolith forms the centrepiece of Uluru-Kata Tjuta National Park, a World Heritage Area jointly managed by Parks Australia and the traditional landowners. Uluru, meaning "shadowy place" in the local aboriginal dialect, rises to a height of 348 m from the surrounding plain. In the park there are also the red rocks called Kata Tjuta (the Olgas). The best way to see these structures is to join a tour led by Aboriginal guides and rangers. (100 velikih svjetskih čuda, 2000).
5.3.2.3 Blue Mountains National Park

Picture 13: Part of Blue Mountains National Park

Source: https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbnm=isch&sa=X&ved=0CAYQ_AUoAWo

A UNESCO World Heritage Site, Blue Mountains National Park lies 81 km west of Sydney and is a popular day trip from the city. Here the visitors can see many eucalyptus trees, bush land, huge gorges, waterfalls, aboriginal rock paintings, and 140 km of hiking trails. The most famous attractions in the park are the towering sandstone rock formations called the Three Sisters. Popular tourist activities in the park are hiking, rock climbing, mountain biking and riding.

(https://en.wikipedia.org/wiki/Blue_Mountains_National_Park#Tourism)
5.3.2.4 Bondi Beach

Picture 14: Bondi Beach

Source: https://www.google.hr/search?q=bondi+beach+australia&espv=2&biw=1366&bih=667&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWoVChMI7eyuh9HnxwI

Located 7 km east of Sydney, this is one of the world’s most famous beaches and home to one of the oldest surf life – saving clubs in the world. Bondi Beach is about 1 kilometre long. There are plenty of shops, cafes and restaurants and one hotel. The beach in the most visited on Christmas Day and New Year’s Eve. Tourists and local residents alike visit the Sunday markets and enjoy at the ocean pool and skate park.

(http://www.sydney-australia.biz/bondi/)
5.3.2.5 Daintree National Park

Picture 15: Daintree forest

Source: https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbnm=isch&sa=X&ved=0CAYQ_AUoAWo

In Australia, in fact, all the miracles are really big. With giant trees in Wet Tropics World Heritage Area, Daintree National Park in North Queensland is among the most ancient ecosystems on earth. The park comprises two main sections: Mossman Gorge and Cape Tribulation Coral. The park’s biodiversity includes more than 18,000 plant species and a vast array of animal species including the cassowary, crocodile, giant blue Ulysses butterfly, and the Bennett’s tree kangaroo. The resort town of Port Douglas is a base for safaris into the park.

(http://www.daintreerainforestinformation.com/About_Daintree.html)
5.3.2.6 Fraser Island

Picture 16: Fraser Island

Source: [https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWo](https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWo)

Located between Bundaberg and Brisbane, this is the largest sand island in the world. There are many creeks and lakes, sand dunes and rainforests with big diversity of plants and animals as sharks, dolphins, whales, wild horses, dingoes, bats, sugar gliders and more than 300 species of birds.

([http://www.tripadvisor.com/Tourism-g255078-Fraser_Island_Queensland-Vacations.html](http://www.tripadvisor.com/Tourism-g255078-Fraser_Island_Queensland-Vacations.html))
5.3.2.7 Kakadu National Park

Picture 17: Position and territory of the Kakadu National Park

Source: https://www.google.hr/search?q=australia+image+library+great+barrier+reef&bih=1366&biw=667&espv=2&source=lnms&tbnid=5sY9cVvQV9xwVM:&tbm=isch

Kakadu National Park, in the Northern Territory, 240 kilometres east of Darwin, is a World Heritage Site and one of the greatest wilderness areas on planet. Covering more than 19.840 sq km, Kakadu is the largest national park in Australia and the second largest in the world. Here lie monsoon rainforests, mangrove swamps, rivers, gorges, waterfalls and ancient rock paintings, as well as big diversity of wildlife. In addition to many mammals and reptiles, here live more than 300 different species of birds. Visitors can view the park's diverse ecosystems by car, air, on foot or by boat. (http://whc.unesco.org/en/list/147)

5.4 Statistics

The importance of the State and Territory Organisations in Australia should be mentioned here as well. The respective State and Territory Organisations deliver state-specific statistical data and all the analyses to assist the tourism industry. Also, The
International Visitor Survey, published quarterly by Tourism Research Australia, is the most comprehensive source of information on international visitors to Australia.

5.4.1 Relevant definitions

To understand better the tables and the results shown below it is necessary to briefly explain some terms.

A tourist (in accordance with the United Nations World Tourism Organization) is defined as someone “who is away from home for less than one year continuously, for the purposes of leisure (including holiday and visiting friends and/or relatives), business, education, employment or other personal reason, other than to be employed by a resident entity in the country or place visited.” (UNWTO definition) (http://media.unwto.org/en/content/understanding-tourism-basic-glossary)

International Overnight Visitors are those who have stayed in Australia for less than one year and are departing through one of the eight major international airports. (according to International Visitor Survey methodology).

Domestic Day Trip visitors are those who have travelled for a round trip distance of at least 50km, are away from home for at least 4 hours and do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work or school and home.

Domestic Overnight Visitors are those who have taken a trip away from home for at least one night (and less than one year), at a place at least 40 km from home. A person is a visitor to a location when staying one or more nights in the location during travelling.

Visitor nights is a measure of the total number of nights spent by overnight visitors on overnight trips (e.g. one visitor can spend several nights away). (UNWTO definitions) (http://media.unwto.org/en/content/understanding-tourism-basic-glossary)
5.4.2 General statistics latest results

By the end of September 2014 the following general results in tourism of Australia were registered:

Table 4: General statistics results

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors ('000)</td>
<td>6,263</td>
<td>8%</td>
</tr>
<tr>
<td>Visitor nights ('000)</td>
<td>220,565</td>
<td>3%</td>
</tr>
<tr>
<td>Total trip expenditure ($ million)</td>
<td>30,684</td>
<td>9%</td>
</tr>
</tbody>
</table>

Year ended December 2014

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overnight trips ('000)</td>
<td>81,436</td>
<td>7%</td>
</tr>
<tr>
<td>Visitor nights ('000)</td>
<td>308,908</td>
<td>9%</td>
</tr>
<tr>
<td>Expenditure ($ million)</td>
<td>54,432</td>
<td>6%</td>
</tr>
<tr>
<td>Day trips ('000)</td>
<td>164,361</td>
<td>0%</td>
</tr>
<tr>
<td>Day trip expenditure ($ million)</td>
<td>17,969</td>
<td>-2%</td>
</tr>
</tbody>
</table>


General statistics results, comparing the end of September 2013 to the same period in 2014 show the increase of international visitors in Australia for 8%, with 3% increase in nights and 9% increase in expenditure.

More elaborated data and results are shown below.
Table 5: International visitors to Australia, relationship 2013:2014

<table>
<thead>
<tr>
<th>Market</th>
<th>Year ending September 2013 ('000)</th>
<th>Year ending September 2014 ('000)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Zealand</td>
<td>1.076</td>
<td>1.123</td>
<td>4%</td>
</tr>
<tr>
<td>China</td>
<td>671</td>
<td>736</td>
<td>10%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>597</td>
<td>630</td>
<td>6%</td>
</tr>
<tr>
<td>USA</td>
<td>458</td>
<td>509</td>
<td>11%</td>
</tr>
<tr>
<td>Singapore</td>
<td>283</td>
<td>321</td>
<td>14%</td>
</tr>
<tr>
<td>Japan</td>
<td>299</td>
<td>302</td>
<td>1%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>234</td>
<td>287</td>
<td>23%</td>
</tr>
<tr>
<td>Korea</td>
<td>185</td>
<td>185</td>
<td>0%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>159</td>
<td>184</td>
<td>15%</td>
</tr>
<tr>
<td>India</td>
<td>156</td>
<td>178</td>
<td>14%</td>
</tr>
<tr>
<td>Germany</td>
<td>159</td>
<td>177</td>
<td>11%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>125</td>
<td>135</td>
<td>8%</td>
</tr>
<tr>
<td>Canada</td>
<td>118</td>
<td>128</td>
<td>9%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>100</td>
<td>111</td>
<td>11%</td>
</tr>
<tr>
<td>France</td>
<td>104</td>
<td>111</td>
<td>7%</td>
</tr>
</tbody>
</table>


Most of the visitors to Australia arrive from the neighbouring country New Zealand, in both observed years, with a 4% increase in these two years. The biggest increase comparing these two years was registered at Malaysia, Singapore and India. Korea is the only country which has not changed the trend, and the smallest change was registered for Japan, just 1%. It can be noticed that among these 15 countries there are no negative trends.
Table 6: Visitors per Australian states, relationship 2013: 2014

<table>
<thead>
<tr>
<th>State</th>
<th>Year ending June 2013 ('000)</th>
<th>Year ending June 2014 ('000)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 NSW</td>
<td>2.918</td>
<td>3.112</td>
<td>7%</td>
</tr>
<tr>
<td>2 Qld</td>
<td>2.043</td>
<td>2.065</td>
<td>1%</td>
</tr>
<tr>
<td>3 Vic</td>
<td>1.848</td>
<td>2.049</td>
<td>11%</td>
</tr>
<tr>
<td>4 WA</td>
<td>746</td>
<td>796</td>
<td>7%</td>
</tr>
<tr>
<td>5 SA</td>
<td>361</td>
<td>386</td>
<td>7%</td>
</tr>
<tr>
<td>6 NT</td>
<td>264</td>
<td>267</td>
<td>1%</td>
</tr>
<tr>
<td>7 ACT</td>
<td>178</td>
<td>181</td>
<td>2%</td>
</tr>
<tr>
<td>8 Tas</td>
<td>156</td>
<td>162</td>
<td>4%</td>
</tr>
</tbody>
</table>


The most visited state in both years was New South Wales, with a 7% increase in these two years, and the smallest number of guests was registered in Tasmania.
Table 7: Expenditure, relationship 2013:2014

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>4.676</td>
<td>5.416</td>
<td>16%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3.194</td>
<td>3.652</td>
<td>14%</td>
</tr>
<tr>
<td>United States of America</td>
<td>2.496</td>
<td>2.675</td>
<td>7%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>2.295</td>
<td>2.393</td>
<td>4%</td>
</tr>
<tr>
<td>Japan</td>
<td>1.353</td>
<td>1.370</td>
<td>1%</td>
</tr>
<tr>
<td>Korea</td>
<td>1.169</td>
<td>1.111</td>
<td>-5%</td>
</tr>
<tr>
<td>Singapore</td>
<td>1.027</td>
<td>1.089</td>
<td>6%</td>
</tr>
<tr>
<td>Germany</td>
<td>940</td>
<td>1.049</td>
<td>12%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>928</td>
<td>1.024</td>
<td>10%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>843</td>
<td>955</td>
<td>13%</td>
</tr>
<tr>
<td>India</td>
<td>770</td>
<td>799</td>
<td>4%</td>
</tr>
<tr>
<td>Canada</td>
<td>706</td>
<td>767</td>
<td>9%</td>
</tr>
<tr>
<td>France</td>
<td>648</td>
<td>715</td>
<td>10%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>591</td>
<td>674</td>
<td>14%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>627</td>
<td>616</td>
<td>-2%</td>
</tr>
</tbody>
</table>


China occupies the highest top position in expenditure, with great positive change of 16% comparing the years 2013 and 2014. Decreased consumption was registered in Korea and Indonesia, while other presented countries have realized higher expenditures.
5.4.2.1 Backpacker visitors – specific type of tourists in Australia

As Australia is one of the largest unique tourism market in the world, another major source of tourists to Australia include backpackers, predominantly young people mostly from Western European countries (particularly Britain) and North America. Spending more time in Australia, these travellers tend to explore considerably more of the country. Many backpackers participate in working holidays enabling them to stay longer in the country. Working holiday visas for Australia are available for those aged 18 to 30 for most Western European citizens, and also citizens of Canada and some developed East Asian nations such as Hong Kong, Taiwan, Japan and South Korea. Backpackers represent an important share in the tourism of Australia, as shown in the following Table 9.

Table 8: Relationship non backpackers – backpackers 2013:2014

<table>
<thead>
<tr>
<th>Year ending Sept. 2013</th>
<th>Year ending Sept.2014</th>
<th>Change</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Non backpackers 5.209</td>
<td>5.670</td>
<td>9%</td>
<td>91</td>
</tr>
<tr>
<td>2 Backpackers 581</td>
<td>592</td>
<td>2%</td>
<td>9</td>
</tr>
</tbody>
</table>


Backpackers make an important share in the entire number of visitors in Australia, and, as well as non-backpackers, the number of this type of tourists has also increased in recent years.
6. Trends in the tourism of Australia

The trends in the Australian tourism are very positive with continuing increase in every respect. Below are shown detailed information relating to international visitors, domestic tourism and tourism in 2020.

6.1 International visitors

International visitation to Australia continued its recent trend of strong growth underpinned by growth in the leisure market. Results from the International Visitor Survey for the year ending September 2014 show international visitor arrivals aged 15 years and over increased by 8% to 6.3 million, while nights increased by 3% to 221 million and trip spend increased by 9% to a record $30.7 billion. The leisure market continues to show strong growth. In the year ended September 2014 the number of visitors arriving for a holiday increased by 9% to 2.8 million, nights increased by 1% to 74.1 million and trip spend increased by 11% to $12.3 billion. The number of visitors here to visit friends and relatives (VFR) increased by 14% to 1.7 million, nights were up 14% to 49.5 million and trip spend increased by 18% to $5.1 billion. Combined leisure trip spend increased by 13% to $17.3 billion. While the trend of strong growth out of Asia continues, there has been growth from most key markets. Four of the top five arrival markets (New Zealand up 4% to 1.1 million, China up 10% to 736,000, USA up 11% to 509,000 and Singapore up 14% to 321,000) returned record visitor arrival numbers during the year ending September 2014. Overall, 15 key markets had record arrivals. (International Visitor Survey, September Quarter 2014)

With such a growth, most states and territories have registered record numbers of visitor arrivals during the year. New South Wales, Victoria, South Australia, Western Australia and Tasmania all achieved record results, and international visitation to the ACT remained at high levels. The Northern Territory has been affected by the economic downturn in the UK, its largest source market. Queensland numbers continue to be affected by the decline in the Japanese holiday market. In the year 2000, Japanese holiday visitors accounted for 27% of the international holiday market in Queensland; whereas in the year ending September 2014 they represented just 9%. With continuing
growth in the leisure sector, the number of nights spent in hotels, motels, resorts and motor inns increased by 9% to 23.7 million.

The number of visitors who attended a national or state park increased by 12% to 2.7 million, while 2.3 million visited botanical or other public gardens; an increase of 15%. Visitors to museums or art galleries increased by 9% to 1.9 million, while visitors who went to an art workshop or studio increased by 8% to 427,000. There was an increase in active outdoor activities, with scuba diving up 13% to 280,000; sailing, windsurfing and kayaking increasing by 9% to 336,000 and surfing up 8% to 305,000. (http://www.tra.gov.au/documents/ivs/International_Visitors_in_Australia_Sevember_2014_Results_of_The_International_Visitors_Survey.html)

Figure 2: Australian visitor flows by state


Visitor travels, by state where they spent the most time, since 1991 New South Wales, Queensland, and Victoria are the top three states for visitor numbers.
6.2 Year by year country trends

Observing the trends from year to year, it can be noticed that tourists from New Zealand visit Australia most and together with visitors from China, Singapore and Malaysia their number shows an increase over the last several years.

An opposite trend can be seen with British and Japanese tourists, where the trend is sharply declining, while visitors from other important emissive countries are steady and unchanged a lot, as USA, Korea, Hong Kong and Germany.

6.3 Domestic tourism

Australians are big domestic travellers, and domestic tourism peaks during the Australian school holidays. The domestic tourism market is estimated at $63 billion. In 2012, the Australian domestic market experienced a 10% slump in the number of visitor nights. Domestic tourism in general and in particular free caravan and camping sites for overnight accommodation experienced strong demand in 2013.

(http://statistics.unwto.org/sites/all/files/pdf/australia_domestic01.pdf)

6.4 Tourism in Australia 2020

Tourism is a significant industry for Australia. It generates AUD$96 billion in spending, directly employs around half a million Australians and is number one in services exporting in this county. Tourism 2020 aims to:

- Increase overnight tourism spend – to between A$115 and A$140 billion
- Hold or grow market share in key markets
- Increase tourism jobs
- Increase accommodation capacities
- Increase international and domestic aviation capacities
- Improve industry quality and productivity
7. Conclusion

Although many tourism markets around the world have been affected by the global financial crisis, Australian tourism is still growing. While the volume of arrivals from some countries like Japan and the UK has been declining significantly now for several years, the number of visitors from other regions, such as China, Malaysia, Singapore and New Zealand has been growing dynamically. Sydney, Melbourne, Brisbane and the Gold Coast are among the most frequently visited tourist destinations.

Tourism 2020 is the long term strategy for the Australian tourism industry. It focuses on improving the Australian tourism’s performance and competitiveness in the global tourism marketplace. It is a single plan that links tourism supply with demand and is being implemented by the Australian State and Territory Governments with industry to support tourism growth.

In short it can be concluded that the tourism industry has an important share in the Australian GDP and is the most significant export service, which considerably contributes to well-being of the whole Australian economy and better standard of life in the country.

In interviews conducted by some tourist agencies throughout Europe one interesting fact has been noticed – the answer to the question what would people think of the first at the mention of Australia given by most people was - the “Red Rock”. (Picture 18)

Picture 18: Red Rock

Source: https://www.google.hr/search?q=australia+image+library+great+barrier+reef&biw=1366&bih=667&espv=2&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWo
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