TYPES OF TOURISM IN AUSTRALIA

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FINAL PAPER

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ABSTRACT

Tourism is an industry which is defined as travelling to places outside their usual environment for less than a year for any main purpose (leisure, business and other purposes) other than to be employed. Visitors to certain tourist destinations are of two types: international visitors-those who travel to a country other than in which they have residence and domestic visitors-those visitors who are residents of a particular country and who travel outside their usual environment. Given the fact that all these visitors spend certain amounts of money on accommodation, food, drinks and other, it is logical that tourism is important to every country because it contributes significantly to a country's economy. Australia is no exception. Australia, the country and continent that is, due to its location, somewhat dislocated from other countries and continents has much to offer to its visitors. Australia is a young, multicultural country with a climate and places that are appealing to most people. All of this resulted in different types of tourism targeted to attract visitors of all walks of life and taste. In this paper, they have been grouped as follows: holiday tourism, business tourism, visiting friends and relatives and other. Tourism Research Australia pays a lot of attention in identifying the visitors to all destinations as well as the purpose of their stay. Many surveys are continually made and the results show that there is continual growth in the number of both international and domestic visitors. Surveys have also been made on how much visitors spend while visiting certain locations. Surveys have been made for both international and domestic tourists and it has been found there has been growth in both the visitation and spend of both international and domestic visitors.

KEY WORDS: tourism, Australia, types of tourism, destinations, visitors, research
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1. INTRODUCTION

People have always had the need to travel, explore and see different places and different people. Today, people travel for different reasons to all parts of the world. This desire to travel has resulted in a branch of industry named tourism.

The definition of tourism is mostly about travel and the temporary stay of people out of their residence. The most common reasons for travel are holiday, sightseeing (cultural values and nature's beauty), entertainment, rest and recuperation. In the second half of the twentieth century, people started to travel for medical reasons and sports events. It is quite obvious that every country in the world has something unique to offer to its visitors whatever their reason for a visit might be. All these visitors will have to spend money during their stay and this, definitely, is extremely important for the economy of any country. People have been travelling around Europe for quite some time now, but it is the advance in science and travel that has opened the rest of the world wide open. Air transport in particular has turned the world into a global village. The standard of living is higher and more people can afford to travel to various parts of the world for different reasons. People travel to distant and exotic places to see something different and Australia is one of these destinations.

Australia is a destination that is distant and therefore interesting to many people who like to explore and see something different. This far away land is unique because of its history, geography and the culture of its natives. Much is heard about this distant country from all those who have been there. It can be stated that, based on all available information, Australia has many exotic destinations, beautiful cities and beaches and much more to offer to its visitors.
2. FACTS ABOUT TOURISM

Tourism is defined as an industry that includes the totality of relationships and activities related to travel and the temporary stay of people out of their residence for the purpose of holiday, medical treatment, entertainment and the sightseeing of nature's beauty and cultural values of a country. (ELZ, 1969) This is one of the definitions of tourism. It can be stated that all available definitions point out that tourism means travelling for a certain reason other than employment. The expansion of tourism began after World War II. This is the time when travelling became more available to people because it got cheaper, faster, safer and more available. There was a world-wide expansion of travelling because of improved transportation. People started travelling for different reasons, which resulted in the growth of tourism. Tourism brings people together, educates people about the history and culture of some country or area of the world and it does it better than any book could. This is not the only importance of tourism as such. It is extremely important to a country's industry because of the income it brings from foreign tourists. Even though Australia is somewhat dislocated from the rest of the world, all the technological advances have turned the world into a global village and have brought tourism to Australia and have made Australia a desirable tourist destination. The importance of tourism to any country is obvious because of the income it brings to the economy and Australia is no exception. Besides the income, tourism also leads to the growth of employment in all activities related to tourism such as agriculture, transport, food industry, cultural institutions, home craft and others. Therefore, Australia pays a lot of attention to the development of its tourism. Australia is specific due to its location and it is interesting and necessary to find out a few basic facts about its geography and history because they have a great role in Australia's tourism as well.

3. ABOUT AUSTRALIA

Australia is the smallest continent in the world. It is also the sixth largest country in the world. There are over 20 million people living in Australia. Australia is divided into six states and two territories. The six states are New South Wales, Queensland, South Australia, Victoria, West Australia and Tasmania. The two territories are The Northern Territory and The Australian Capital Territory. The capital city is Canberra, which is the Australian Capital Territory. Australia is an island and most of its population lives around its coastlines. The centre of Australia is mostly desert with very little water. The Australian Alps are on the south-east side of Australia. In the North of Australia there are rainforests and much warmer weather as it is close to the tropics. It is quite obvious that
this smallest continent has a lot of nature's beauty and wonders to show. Australia is home to places of great beauty that are home to fascinating flora and fauna. It is common knowledge that Australia is a young country with citizens coming from all walks of life who have “shaped” the image of their new homeland. Besides native Aborigines, this is a multicultural country with inhabitants who have migrated to Australia from many countries. (source: www.informationplanet.com/au/travel-and-holidays-in-australia/basic-facts-about-australia)

3.1 HISTORY

Australia was claimed by the British in the 18th century after James Cook's voyage. In particular, James Cook arrived to this vast island in 1770 and the British claimed possession and named it New South Wales. The first white inhabitants arrived in 1788 and they were convicts shipped to this new continent by the British Government which set up a penal colony at Port Jackson (what is now Sydney). Besides the convicts, there were others who were sent there, together with their families, to govern and take care of law and order. About 161,000 convicts were transported and settled there until the system was suspended in 1839.

Picture 1 Australia Map

Source: www.travel.nationalgeographic.com/travel/countries/australia-quide

It is important to state that Australia's first inhabitants were not the British. The natives were and are the Aborigines. The Aboriginal people arrived there more than 40 000 years ago and they did not come as one homogenous group, or at one time. They had different languages, customs and spiritual beliefs. Some were nomadic (the desert group) and some existed in permanent dwellings
(the coastal groups). The newcomers had little respect for the rights of their predecessors, officially declaring Australia *tera nullis* (*nobody's land*), and set about dispossessing the original owners. In present-day Australia efforts are being made to preserve what remains of sacred sites and cultural artefacts. The convict colony was suspended in the 19th century, but this was not the end of immigration to Australia. Immigration was intense during the 20th century when Europeans came to Australia fleeing from poverty and wars. After the goldfields were discovered in Victoria, thousands of people of all races and nationalities were attracted to Australia to try their luck at finding gold.


4. **TOURISM IN AUSTRALIA**

The World Tourism Organization defines a tourist as a person who travels to a destination other than where he usually lives and stays there for more than twenty-four hours but less than one year. In order to classify types of tourism it is important to determine the reasons why these people travel. The reasons for travelling are the starting point for classifying tourism into types.

Tourism is an important component of the Australian economy. Tourism employs many people and it contributes to Australia's earnings. Therefore, it is obvious that a lot of attention has been paid to Australia's international and domestic tourism campaigns. These campaigns are largely centred around the image of Australia as a wild, expansive continent with a lot of exotic scenery and wildlife, endless beaches, large coastal cities and friendly, relaxed locals. The marketing is focused on the variety Australia has to offer with specific advertisements created for all kinds of tastes, in order to attract as many tourists as possible. Tourism is classified into types, and as elsewhere, in Australia, the broadest classification is into domestic and international.

4.1 **Domestic tourism**

Domestic tourism involves residents travelling only within their country. The domestic tourists usually visit destinations that are relatively near capital cities. Australians travel from one state to another for the same reason as the international tourists to Australia. In particular, the purpose of their travel is holiday, business, visiting friends and relatives and other.
4.2 International tourism

International tourism includes trips to another country. International tourists visit all parts of the country where there are well-known sites. Many people who belong to the group of international tourists are visitors to friends and relatives. (www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/nss-curriculum/tourism-and-hospitality-studies/Tourism_English_19_June.pdf.)

The growth in both domestic and international travel shows the importance of the tourism sector in Australia's economy. This growth can easily be explained by simply quoting Steve Parish: “This continent is made for adventuring: it is full of natural marvels and unique plants and animals. There are primeval rainforests, awesome deserts, rugged snow-capped ranges and a coastline of scenic splendours. The Great Barrier Reef, with its teeming marine life and enchanting islands, extends some 2000 kilometres along the north-east coast, and on the other side of the country are the dolphins and the dugongs of Shark Bay. It is not necessary to travel far from the major cities to encounter fantastic landforms such as the Twelve Apostles in Victoria or the Three Sisters in New South Wales. Longer, well-planned adventures are safe and rewarding. A few hours' drive takes travellers from Darwin to Kakadu; a few hours in a plane brings the majestic sight of Uluru, that awe-inspiring rock in the centre of the continent...This is my Australia, and I spend as much time as I can journeying its highways and byways, always finding new places to see and new sights to record on film.” (Parish, 2008)

5. CLASSIFICATION OF TOURISM INTO TYPES

Classification into types depends on the reason why people travel. The reasons why most people come to Australia are as follows, and they are the types of tourism this paper will be covering. The types of tourism in Australia are:

- **Holiday tourism** - includes cities, beaches, nature's beauty such as national parks, Australian outback, Tasmanian wilderness, wildlife, aboriginal tourism, culture and heritage

- **Adventure tourism** – involves activities that are physically challenging such as mountaineering expeditions, trekking, bungee jumping, rafting, rock climbing, water activities and other adventurous activities. All these activities are performed at sites such as beaches, national parks and the outback.
Business tourism - for various purposes such as trade, meetings, conventions, exhibitions and other. These visitors spend money and seek entertainment and recreation just like those whose reason for a visit is holiday only.

Visiting friends and relatives - these visitors don't usually stay in hotels and the destinations they come to needn't necessarily be tourist attractions, but, they spend money as well, and are therefore important. (Source: www.hkhk.edu.ee/natureguide/types_of_tourism.html) Australia due to its size has all these types to offer in almost all of its states, and this is why a great part of this paper will be about Australia’s tourist destinations and the types of tourism that is offered at these destinations.

5.1 HOLIDAY TOURISM

Holiday tourism is travelling for leisure. Visitors travel to certain destinations for reasons such as sightseeing (visiting cities; self-education-visiting museums, buildings, churches and other structures in cities; culture and heritage; nature’s beauty-visiting national parks, wildlife, rainforests) and relaxation (beaches and sports activities and events). The destinations are more or less the same for all groups of tourists based on what they are interested in. They are all part of what has been classified as holiday tourism, but it can be subdivided into Aboriginal tourism, cities, beaches, national parks, adventure tourism, the coastal cities with their sites and events, sports events, Australian outback, Tasmanian wilderness.

5.1.1 Aboriginal tourism

Many international visitors come to Australia, drawn by its variety of lifestyle and landscape. The unique characteristics of Aboriginal history, culture, links to land and art attract visitors. The growing numbers of visitors have strong interest in experiencing Aboriginal history, culture and heritage. First of all, it is necessary to say who the Aborigines are. The Aborigines are the natives of Australia and are a group of people with a very specific culture. Today, there are many Aboriginal communities in Australia and it is their art and very specific culture that attract tourists to visit these communities to see and learn more about their culture. Their culture is one of the world’s most ancient living cultures. Aborigines have a history of more than 50,000 years. Two thirds of these communities live in the eastern states and the rest are all over Australia in the Australian outback. Kate Owen states that their culture and art is specific because it is based on ancient stories. Even contemporary art is
based on stories and symbols centred on “The Dreamtime“- the period in which Indigenous people believe the world was created. Dreamtime stories are up to 50 000 years old and have been handed down from generation to generation unchanged in form of paintings, stories, songs and dance (Aborigines do not have their written language) in order to preserve the Aboriginal culture. Some Dreamtime stories are: “The Jangala Men“, “Bush Plum“, “Kangaroo Man“, “The Windmill and the Three Wise Men“ and other stories. All these stories are interesting and they capture interest which makes them an attraction of its own for both domestic and international tourists. Aboriginal culture is complex and is considered the oldest culture. Their stories, religion and culture in general, have been used in the film industry and in literature and have therefore been introduced to many people who are fascinated by them and want to see and learn more. These stories, songs and paintings attract a lot of people from various places and are an important contribution to Australia’s tourism. (www.rba.gov.au/publications/bulletin/2011)

Aboriginal tourism in Australia is important because it creates jobs and brings income to the Aborigines and to economy of Australia. Indigenous tourism is a $3.8 billion annual economy (www.travel.cnn.com/sydney/visit/indigenous-tourism-australia-906531/)

Since Aboriginal tourism is part of holiday tourism, all statistics on visitors and earnings are listed in the survey for holiday tourism.
5.1.2 CITIES

The capital cities of all states are tourist destinations for both domestic and international visitors. “Australia's cities are safe places to stroll, to savour the sights and to enjoy great meals and sophisticated shopping and entertainment” (Parish, 2008).

Picture 3 Location of cities in Australia on a map

Source: www.worldatlas.com

5.1.2.1 Sydney

Sydney is the capital city of New South Wales. Being located on the spot where the first Europeans landed, it is often referred to as the first city in Australia.

Picture 4 Sydney map

Source: www.worldatlas.com
Sydney with its impressive sites is the capital of New South Wales. It is internationally recognized as one of the world's great cities. It has a population of about four million people. Today it is a major cosmopolitan city. It is an exciting city and it is Australia's most visited tourist destination. It is the place where the first settlers from England landed, and it is more like a European city than most Australian cities. It has impressive and worldwide famous structures. The structures all tourists go to see are: two impressive cathedrals (one in the heart of the city and the other on the edge of the huge Hyde Park), the breath taking Sydney Harbour Bridge and Opera House, the elegant sandstone Queen Victoria Building and others that are less known. Major events also attract a large number of tourists such as the Sydney Gay and Lesbian Mardi Gras. Today, Sydney is an exciting and energetic city, and is the city most tourists see first when they reach Australia. It is important to stress that Sydney is Australia's most visited tourist destination. (Parish, 2008)

Both domestic and international visitors come and visit Sydney for many reasons. The figures released by the National Visitor Survey show that Sydney was visited by 9.2 million domestic visitors (up by 5.4% compared to the previous year) who spent nearly 24 million nights in Sydney.

Domestic visitors to Sydney come for the following purposes: visiting friends and relatives (38.2%), business (30%), holiday (20%). The International Visitor Survey has released the following results for international visitors: there were 3.3 million international visitors to Sydney (up by 8.5%). The purpose of their visit was holiday (57.6%) and visiting friends and relatives (24.1%). These international visitors spent nearly $8.1 billion in Sydney (up by 20.1%). The total amount of money
earned by visitation to Sydney is $25.5 billion, which is an up by 7.9%. (www.destinationnsw.com.au/wp-content/uploads/2014/04/Sydney-YE-Mar-16.pdf)

5.1.2.2 Canberra

Canberra is the nation's capital which was designed to be the home of Australia's federal institutions.

Picture 6 Location of Canberra on a map

Canberra, the capital of Australia which was founded in 1913 and was designed to be the home of Australia's federal institutions also offers interesting events to its visitors. It is about halfway between Sydney and Melbourne and is a place where people can explore Australia's past, present and future. Canberra Festival, which lasts for ten days, attracts visitors to celebrate its founding. There is also the Floriade, a month-long festival of flowers each spring. Thousands of flowers are arranged in Commonwealth Park to illustrate a theme. In autumn, there are concerts, a street parade and the fireworks of Skyfire. Besides this, there are also sports events that are attractive for people. (Parish, 2008)
According to Tourism Research Australia, Canberra has been visited by a total of 44.6 million visitors (statistics for the year ending March 2016). In particular, compared to the previous year, there were 199 thousand international visitors which is an up by 12.8%. The purpose of visit for international visitors is holiday and visiting friends and relatives. The statistics for domestic visitors show that there were 2.30 million overnight stays, which is an up by 13% and 2.7 million day visits. The purpose of visit for domestic visitors was business and visiting friends and relatives. (www.tourism.act.gov.au/images/documents/research/snapshots/Tourism-snapshot%March16.pdf)

5.1.2.3 Melbourne

Melbourne is the capital of Victoria and the second largest city in Australia.

Melbourne, the second largest city in Australia with a population of about three and a half million, is the capital of Victoria with the air of a cosmopolitan, busy city. It is situated on the banks of the Yarra River and in the city centre there are gracious nineteen-century buildings beside glass-sheathed commercial towers symbolising the coexistence of Melbourne's colonial traditions with its modern lifestyle. It is a place to shop and a place to go to theatres staged in numerous locales-including open air performances. It has many green spaces that offer opportunities to relax from city stress. It has three important gardens: The Zoological Gardens, The Botanic Gardens and Fitzroy Gardens. Sports events also bring many people to Melbourne. The most visited events are: The Melbourne Cup (a horse race), Australian Formula 1 Grand Prix and other sports. (Parish, 2008)

Picture 9 Melbourne

Source: www.australia.com/es-cl/places/melbourne.html

Melbourne experienced year-on-year growth in international overnight visitors (+13.3%), nights (+13.0%) and spend (+26.5%), There was $3.8 billion spent in destination by 5.2 million interstate overnight visitors to Melbourne in the year ending March 2016, accounting for 17.2 million nights. A total of $8.96 billion was spent in Melbourne, which is an up of 3.3%. (www.tourism.vic.gov.au)
5.1.2.4 Adelaide

Adelaide is the capital of South Australia known for its elegant new and old buildings. It is one of the world's best laid-out cities.

Picture 10 The location of Adelaide on a map

Source: www.worldatlas.com

Adelaide, the capital of South Australia has a reputation for culture and a pleasing stock of old and new architecture. There was an early influx of European settlers to Adelaide and there is a continuing migration to Adelaide which makes it a multicultural city. It is one of the world's best laid-out cities, surrounded by parklands, with many elegant buildings and with the winding River Torrens. North of Adelaide are the Finders Ranges, to the east the Murray River flows through the Murraylands to the bird-haunted wilderness of Cooroong to the south is the fertile Fleuricu Peninsula and Kangaroo Island. The fertile lands surrounding Adelaide produce wine, some of which are among the world's best wines. Its dry, Mediterranean climate allows plenty of outdoor eating, and footpaths are full of tables and chairs where people from all over the world enjoy their meal. The city hosts the internationally famous Festival of Arts, the largest of its kind in the southern hemisphere. All this makes Adelaide a tourist dream. (Parish, 2008)
Most visitors who visit Adelaide are visitors who visit Adelaide and all other destinations in South Australia, therefore, the statistics are for domestic and international visitors to South Australia, including Adelaide. There has been an increase, compared to 2015, in domestic expenditure by 4.5% rising to $4.49 billion. There were 380,000 international visitors to South Australia, which is an up by 7.1%. (www.tourism.sa.gov.au/media/domestic-visitors-provide-a-lift-to-sa-economy.aspx)

5.1.2.5 Brisbane

Brisbane is the capital of Queensland with the Brisbane River running through the centre of the city with many bridges crossing it.
Brisbane, the subtropical capital of Queensland has 1.6 million inhabitants. It was established as a settlement in 1824 on the lower course of the Brisbane River. The Brisbane River runs through the centre of Brisbane and it is crossed by many bridges. On its banks are lovely riverside walks, the Cultural Centre's Performing Arts complex, Museum, Art Gallery and State Library, the recreational complexes of South Bank and Riverside, and cliffs to climb at Kangaroo Point. Brisbane is a city of tropical colour, especially in spring and summer when everything is in blossom. It is bounded by the waters and islands of Moreton Bay and the forested slopes of the D'Aquilar Range. It is a city that has much to offer - to the north and south, its beautiful surf beaches of the Sun shine and Gold Coasts and a multiplicity of cuisines. It is a beautiful, welcoming city, warm in climate and warm in nature. (Parish, 2008)

**Picture 13 Brisbane**

Source: www.royalcaribbean.com

Brisbane has experienced growth in visitor nights and expenditure in the year 2016 compared to 2015. There has been a total of all visitors of 5.8 million, which is an up by 11.4%. The visitors spent up to $3.6 billion, which is an up by 12.4%. Compared to the previous year, holiday tourism grew by 3%, visiting friends and relatives grew by13% and business by 22.5%. (www.choosebrisbane.com.au/corporate/news-centre/nsw/brisbanes-tourism-boom?sc_lang=en-au)
5.1.2.6 Perth

Perth, the capital of Western Australia, is the most isolated of all capitals in Australia. It is on the banks of the broad Swan River which curves through the centre of Perth. It has warm winters and hot summers.

Steve Parish (2008) writes: „The most isolated of all capitals, Perth has always found its own way. Since the lifting of trade and sporting boycotts with the Republic of South Africa and the arrival of migrants from Zimbabwe, its ties to Africa have strengthened. It has always been closer to India, both culturally and commercially, than the rest of Australia“ . Perth is a city that has fewer old buildings than other capital cities in Australia, but still there's much to see and do in Perth such as the Swan River, Kings Park which is filled with many of the state's famous wildflowers (The Botanic Gardens) and its beaches with all the sea activities all coastal cities and their beaches have to offer.

Visitation to Perth has grown compared to the previous year (2015), especially by domestic tourists. Almost 7.9 million domestic tourists visited Perth in the year to March 2016, while there were 6.9 million in the previous year. They spent $4.57 billion, which is an up by almost 15%.

Picture 14 The location of Perth on a map

Source: www.worldatlas.com
Table 1 Visitation to Australia's major cities, spend and growth in 2016 compared to 2015

<table>
<thead>
<tr>
<th>City</th>
<th>Visitors</th>
<th>Spend</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>12.5 million</td>
<td>$25.5 billion</td>
<td>7.8%</td>
</tr>
<tr>
<td>Melbourne</td>
<td>13.3% rise in number</td>
<td>$8.98 billion</td>
<td>3.3%</td>
</tr>
<tr>
<td>Adelaide</td>
<td>380,000 (international)</td>
<td>$4.49 billion</td>
<td>4.5%</td>
</tr>
<tr>
<td>Brisbane</td>
<td>5.8 million</td>
<td>$3.6 billion</td>
<td>12.4%</td>
</tr>
<tr>
<td>Canberra</td>
<td>44.6 million (total)</td>
<td>$2.12 billion</td>
<td>12.8%</td>
</tr>
<tr>
<td>Perth</td>
<td>7.9 million (domestic)</td>
<td>$4.7 billion</td>
<td>15%</td>
</tr>
</tbody>
</table>


The cities listed in the table are the most visited cities in Australia, but there are also others that also attract lots of people. It is a fact that Australia is inhabited by people of all nationalities and races. Despite its distance, today many people travel to Australia. Visitors come to Australia for leisure, business or to visit their relatives, and while they are there, they visit sites and cities that are closest to whatever destination in Australia they travel to. It has been shown by figures that both domestic and international visitors visit the major cities in Australia, and their number is rising. They travel for different purposes, but the fact remains that these visitors spend money and are, therefore, important for the economy.

5.1.3 BEACHES

Australia is bounded by long sweeping beaches and small intimate, sandy coves. More than two-thirds of the 14 million people in Australia's temperate regions live within reach of the world's best beaches. Life for Australians is indeed a beach. The beaches provide relief from the heat of the summer and release from the stress of modern-day life. Beaches are places for meeting, fishing, surfing, exercising and dreaming. There are no privately owned beaches in Australia. They are public for all people to enjoy. They are a destination for relaxation and fun. There are many beautiful beaches in Australia and some of them are known worldwide. They can be seen here in Europe every New Year’s Day when we can see people celebrating on these beautiful beaches. (Parish, 2008)
5 The beaches that are worldwide famous are located on the east coast of Australia. In particular, they are the beaches around Sydney and the beaches in the northern part of Queensland (near the city Cairns) and the Gold Coast beaches in the southern part of Queensland (near Brisbane).

5.1.3.1 Beaches around Sydney

There are many beaches within reach of Sydney. There are many secret beaches for those who want solitude, gay beaches, nudist beaches and snorkelling spots. All these beaches are sandy and can be enjoyed all year round. Some of these beaches deserve to be specially mentioned.

Picture 16 Pool near Bondi Beach

Source: www.planetware.com/sydney/sydney-beaches-aus-nsw-sb-htm
They are Bondi, Manly and Dee Why beaches, all within reach of Sydney. Bondi beach, famous worldwide, with its beachside cafes is sandy and offers all possible water activities. Manly Beach offers surfing and ferry rides. There is also the famous Manly Sea Life Sanctuary, which is one of the best aquariums. The Dee Why Beach hosts major events like Australia Day and New Year’s Eve fireworks. There are a lot of activities on all of these beaches (surfing and other sea attractions) all year round. Even though there are sharks, this does not stop the swimmers and surfers because it adds to the adrenaline rush which many young people like so much.

5.1.3.2 Beaches in the southern part of Queensland

The golden beaches of the warm tropics are famous worldwide. The most visited beaches in Queensland are located both in the North Tropical Queensland and in the southern part of Queensland. The Gold Coast Region, which is in the southern part of Queensland is another famous beach holiday destination. Lots of beaches, apartment buildings, hotels and theme parks attract people from many parts of the world. The Gold Coast story began in 1925 when the hotel Surfers Paradise was built. Surfer's Paradise and Burleigh Heads are two famous beaches on the Gold Coast. Many people come to watch the surfers. The Gold Coast is one of the world's great playgrounds. It has long, sweeping beaches which have become the tideline-walking mecca of Australia. Walking, water activities and playing are not the only delights of the Gold Coast. A person can also see Koalas in the treetops and some of Australia's best wildlife parks. (Parish, 2008)

Picture 17 The Gold Coast

Source: www.google.hr#q=gold+coast+beaches
Tourism is the main industry in the Gold Coast Region. A total of ten million visitors per year come to this region, bringing a total of 2.5 billion dollars per year. (https://en.wikipedia.org/wiki/Gold_Coast_Queensland)

5.1.3.3 Beaches in the northern part of Queensland

In North Queensland, there are miles of mainland beaches and 900 islands of the Great Barrier Reef. The Great Barrier Reef brings a lot of income to North Queensland. There were 2.6 million visitors to The Great Barrier Reef by June 2016. (www.gbrmpa.gov.au/visit-the-reef/visitation/numbers). Far North Queensland is famous for its palm tree lined beaches and the warm tropical waters. Some of them are Whitehaven Beach, Four Mile Beach, Cape Tribulation Beach and Airlie Beach.

Whitehaven Beach, in Queensland, is one of Australia's most photographed beaches. The only way to get to this beach is by boat and plane. It looks amazing with its white sand and the bright sunshine. There are no facilities there, so if you want refreshment, you have to bring it with you. There are many tourists who like such places, and this beach is also one of the frequently visited beaches. (Parish, 2008)

Picture 18 Whitehaven Beach

Source: www.tourismwhitsundays.com.au

There are also the Fraser and Sunshine Coasts which have seen spectacular growth in recent years. It is a destination for surfers, swimmers and divers. The Whitsunday Islands, which are part of the Great Barrier Reef are very attractive for tourists because of its national park and marine status. The waters are azure where tourists can take charter voyages, snorkel or watch bright sea creatures from glass-bottom boats.

There are many other beaches and coastal areas that attract a lot of people, but these mentioned are the most famous beach destinations. All beaches in Australia are worth mentioning because all of them contribute to Australia's economy because they provide jobs and also bring income from all the visitors, both domestic and international. According to Tourism Research Australia, there has been
growth to visitation to beaches by domestic tourists by 14%, and by the international ones it grew by 12%. All beaches are part of holiday tourism and the visitation to beaches and the expenditure by tourists on beaches is included, with more details, in the statistics for holiday tourism. (Parish, 2008)

### 5.1.4 NATIONAL PARKS

Australia has over 500 national parks. They are large areas of land protected by the State because of their unspoilt landscapes and diverse number of native plants and animals. National parks have several purposes such as to protect native flora and fauna, but also to offer both Australian and foreign visitors a chance to learn about the unique environment, heritage and culture. They are located in the alps, deserts, forests and reefs. It is obvious that much can be seen. These national parks in Australia offer exotic and unique plants, animals and fascinating landscapes. As stated earlier, there are over 500 national parks in Australia and all are worth mentioning, but the following seem to attract most tourists and are the destination of many tourists. They are: Kakadu National Park, Uluru Kata Tjuta National Park, Booderee National park, Blue Mountain National Park, Australian National Botanic Gardens and many others. All of them are unique and attract many people. (www.australia.com/en/articles/australias-national-parks.htm)

#### 5.1.4.1 Uluru-Kata Tjuta

The significance of the cultural, biological and geological features of Uluru-Kata Tjuta National Park is recognised internationally. It is both a World Heritage Area and a World Biosphere Reserve.

**Picture 19 Location of Uluru-Kata Tjuta on a map**

![Location of Uluru-Kata Tjuta on a map](source:www.google.hr)
The dual name has been given to this national park because of its two major landmarks. Ayers Rock or Uluru (the Aboriginal name meaning Mother Earth) and Mt.Olga or Kata Tjuta (the Aboriginal name meaning Many Heads). Uluru is 348 metres high and 9.4 kilometres in circumference and is the tip of a great slab of sandstone which is thought to extend several kilometres underground. Kata Tjuta is 30 kilometres west of Uluru and is a jumble of massive sandstone domes, narrow canyons and valleys. The colours of both, Uluru and Kata Tjuta are wonderful because of the changes of light. Both places are an impressive sight, which attracts 250,000 tourists every year. (www.parksaustralia.gov.au)

“*The gigantic monolith Uluru (Ayres Rock) and thirty-odd weathered peaks of Kata Tjuta (the Olgas) are awesome in extent. They lie about 450 kilometres south-west of Alice Springs and make up the World Heritage-listed Uluru-Kata Tjuta national Park.*” (Steve Parish2008) Visitors are discouraged from climbing the rocks. They can walk around the base with a guide who explains the beliefs about special formations and the deep spiritual meaning of the place.

**5.1.4.1 Kakadu National Park**

Kakadu National Park is yet another national park which is part of the World Heritage. Kakadu National Park, which is in the Northern Territory east of Darwin, is the largest national park in Australia and it has many Aboriginal sites. The park is large (20 000 square kilometres) and has eight different habitats: The Stone Country, the tropical woodlands, the monsoon forests, the floodplains, the rivers, the paperback swamps, the mangroves and the shoreline. The largest collection of Aboriginal rock art can be seen in Kakadu National Park. The oldest rock paintings are up to 20,000 years old. There are six seasons in this national park and all of these seasons have Aboriginal names.
**Gunumeleng** (October-December) is the season of increasing heat,

**Gudjewg** (January-February) is the season of heavy rains and floods,

**Bonggereng** (March) is the season of violent thunderstorms,

**Yegge** (April-May) is the season of mists and cooler weather,

**Wurreng** (June-July) is the height of the dry and the coolest season

**Gurrung** (August-September) is the windless season with growing heat.

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**Picture 21 Location of the Kakadu National Park on a map**

Kakadu National Park has visitors all year round, but the best time for visitors is the coolest seasons of the year, between April and October. Tourism is focused on understanding the varying terrain, the Aboriginal inhabitants, and the relationship between the two. It is interesting to mention that Crocodile Dundee was filmed at this location. The best time to visit Kakadu is from April to October when about 200,000 people visit Kakadu. ([www.nttc.com.au/kakadu](http://www.nttc.com.au/kakadu))
5.1.4.2 The Blue Mountains

The Blue Mountains National Park, now a World Heritage Area is very important for Australia’s tourism and a very popular destination. It is only about 100 kilometres west of Sydney and, since Sydney has many visitors all year round, it is logical that a majority of the visitors to Sydney will also visit the Blue Mountains.

The Park is full of unique animals and plants. The Blue Mountains National Park is a mountainous region where visitors can go on long hikes, go on biking activities and learn about the Aboriginal Culture. The most famous tourist attraction is the Three Sisters, which is a sandstone rock formation. There are many resort towns, luxurious hotels, deep sandstone valleys, gorges and waterfalls- all of which bring many tourists. For the year ending June 2016, there were 926,000 domestic visitors to the Blue Mountains who spent $327 million. The number of domestic and international visitors to the Blue Mountains is a total of 1,032,000 visitors, which is 8.8% more visitors than in 2015. (www.destinationsnsw.com.au)
All national parks in Australia are very specific and attractive for visitors because a person can see a vast variety of sights and all of them deserve attention but there are so many national parks in Australia that they themselves could be a single topic. The national parks in Australia offer a diverse number of landscapes, from alpine regions to deserts, forests to marine areas. They are just a drive away from the major cities in all Australian states. In this paper, only a few of the many national parks in Australia have been presented. The following list is the list of the most visited national parks in Australia. They are:

1) Royal National Park in New South Wales
2) Uluru-Kata Tjuta National Park in the Northern Territory
3) Cradle Mountain Lake St.Clair National Park in Tasmania
4) Daintree National Park in Queensland
5) Mt.Kosciuszko National Park in New South Wales
6) Litchfield National Park in the Northern Territory
7) Flinders Chase National Park in South Australia
8) Grampians National Park in Victoria
9) Moreton Island National Park in Queensland
10) Kalbarri National Park in Western Australia

(www.webjet.com.au)
It is a fact that national parks are very important for Australia's tourism because they are a respectable source of income for the Australian economy. According to Tourism Research Australia 2009, 64% of all 3.3 million international visitors to Australia visited national parks. It is estimated that Kakadu and Uluru-Kata Tjuta National Parks alone contribute more than $320 million to the regional economy of the Northern Territory. (www.environment.gov.au/resource/sustainable-tourism-overview-2011-2016-parks-australia) National Parks are part of holiday tourism and the statistics on the number of visitors and the expenditure by them are part of the surveys on arrivals and expenditure for holiday tourism.

5.1.5 THE AUSTRALIAN OUTBACK

The word outback refers to places that are remote, far away from towns and cities. It can be said that most of Australia is the outback. These are vast, remote areas of Australia that do not have a specific size or location. The outback is actually the real story of Australia. Since the outback is so vast, it is ideal for exploration. There's a little bit of outback in every state of Australia. Even though the outback is remote, it is easily accessed from most major cities and towns. There are many locations in the outback that are attractive for tourists and the number of tourists in the outback is increasing. Most tourists choose travelling through the outback in hired four-wheel drive vehicles or campervans because of the improved quality of the roads, but organized tours are also popular because there is a native Australian guide who will guide the tourists, tell the stories that usually fascinate the tourists. Some of the most interesting locations in the outback are: Uluru (Ayers Rock), Kata Tjuta, Lake Eyre, The Murray River (house boating), Devil's Marbles, The Pinnacles and The Red Centre. It is necessary to state that these are not the only locations in the outback tourists visit. Due to the size of the outback, there is much to see and explore, but one must be very careful because of dangerous animals and other unexpected things that could happen to adventurers who are not careful enough. The Australian outback, harsh as it is, still has events to offer to tourists such as the horse race at William Creek, on the Oodnadatta Track between Oodnadatta and Marree, and there are also rodeos for all those who love watching horses and all activities that include horses. Quite a few people go to visit this vast emptiness to gain inspiration such as musicians, sculptors and artists. The Australian outback is the only place on earth where one can find the wild one-humped camels. These camels were an inspiration for sculptors who made corrugated iron camels, and these iron structures have been placed on the main street of Norseman in south-eastern West Australia. All things mentioned about the Australian outback make it obvious that this outback attracts adventurous people and artists,
because it has much to offer, just like the rest of this exotic, distant continent. (www.australiaonnet.com/tourism/adventure-tourism.html)

5.1.6 THE TASMANIAN WILDERNESS

In order to find out a few facts about Tasmania, Steve Parish (2008) writes: „unlike other parts of Australia, Tasmania had its European discovery in the 17th century by a Netherlander Abel Tasman, who named it Van Diemen's Land to honour his employer, the Governor of what we later knew as the Dutch East Indies, now Indonesia. Later it was decided to honour the discoverer, and the island was renamed Tasmania“. It became an extension of the penal colony in New South Wales in 1803, and today it is part of Australia. Tasmania is famous for high quality Tasmanian wine and seafood which attracts food lovers, but what attracts many tourists is the natural beauty and many wilderness areas in the south-west. Tasmania has a considerable number of animals and plants found nowhere else such as the Tasmanian Devil - a fearsome looking beast and the Pandani - a giant heath which grows as high as 15 metres and which is found only in Tasmania. Thus, Tasmania is also an attractive tourist destination for those who enjoy food, wine and wilderness. (Parish, 2008)
5.2 ADVENTURE TOURISM

Adventure tourism has been classified as one of the types of tourism in Australia, but all the activities that are adventure tourism take place on beaches, in national parks and the outback. Australia is a huge country with a wide range of activities for all those who have a desire to feel an adrenaline rush and who expect the unexpected to happen. Adventure activities can be classified as activities on land and water activities. Adventure tourism in Australia offers a variety of activities like rock-climbing, surfing and sail boarding, skiing and snowboarding, skydiving, scuba diving, parasailing, bungee jumping, snorkelling and exploring the outback. These are some of the adventurous activities that are most common, and which thousands of tourists visiting Australia usually ask for and enjoy. The information that is available states that “among all kinds of adventure tourism in Australia, the most loved ones are the water activities as the Australian country boasts an extensive stretch of coastline. Swimming among all other sports is the most common as there are many beaches like Bondi, Broulee, Mossy Point, Tomakin, Surf and the beaches at Durras. The beaches at Broulee Island offer an excellent option for scuba diving and snorkelling activities. Batesman Bay in Canberra is another exciting spot for fishing, boating and jet skiing. Long Beach is also very popular with Jet Ski enthusiasts and a brilliant place to enjoy swimming“ (www.australiaonnet.com/tourism/adventure-tourism.html)

Adventure tourism has been classified as a specific type of tourism, but it is important to state that all the activities listed as adventurous, take place on the previously mentioned beaches, the outback and in national parks. There are many other great spots for adventure tourism such as the Gold Coast which offers activities on air, land and in sea. As stated above, adventurous activities can be classified as land activities and water activities.

5.2.1 Land activities

If a person likes land activities he or she can drive a Subaru WRX, ride a Bungee Rocket located in Surfer’s Paradise or visit race tracks in Gold Coast. A person can even experience the thrill of being a bullet himself. Then, there are safaris through forests, farms, waterfalls and fourteen rivers. There are also mountain biking, helicopter tours of the Gold coast, bungee jumping, skydiving and similar activities. It is obvious that there is a lot to offer at this one location, but as stated, Australia has many destinations that can offer a wide range of activities.
5.2.2 Water activities

Water activities are present all year round and they can be seen on all beaches. The favourite water activities are surfing, sailing, sail boarding, scuba diving and rafting. A brilliant place for water activities in Australia is the Great Barrier Reef Marine Park, a World Heritage Area that stretches 2000 kilometres along the Queensland coast from Lady Elliot Island to Torres Strait, and which is considered to be a Mecca for scuba divers. Within its tropical waters lies the world's largest structure built by living organisms. On its east rim, long ribbos and platforms of coral rise 200 metres above the continental shelf, creating a barrier to the forces of the Pacific Ocean. Behind this outer wall is a labyrinth of reefs, lagoons, sand cays and deep channels. A thin layer of tiny animals known as coral polyps, form the living, growing part of the reef. About 1500 species of fish have been found in these warm waters. The Great Barrier Reef has more than 2900 coral reefs and about 900 islands and cays, thus offering a variety of experiences. It is obviously a paradise for scuba divers. There were 2.6 million visitors to the Great Barrier Reef by June 2016.

All the mentioned activities are adventurous and exciting because most are fearsome because of the uncertainty and excitement, but this is what makes adventure tourism so attractive to many people. This type of tourism is special and, owing to the fact that Australia has so many of these exciting activities to offer, it is considered a great destination for adventure. (www.australiaonnet.com/tourism/adventure-tourism.html).

It has been stated that adventure tourism is part of holiday tourism, and accordingly, all statistics for adventure tourism are included in the statistics for holiday tourism.

5.3 BUSINESS TOURISM

Business tourism is travelling for business purposes such as trade, meetings, conventions and conferences. It is mostly concentrated in the major cities. Both domestic and international visitors travel for business purposes and they spend at the same tourist destinations as those visitors who travel for pleasure (holiday). A balance of professional outcome and strong destination appeal provide the ideal combination for delegates choosing which conference to attend. The ability to extend stay beyond the conference is valued with delegates wanting to learn more about the destination and what there is to see and do post-conference. It has already been stated that Australia has much to offer to its visitors. Business travellers attend conferences, exhibitions and business events. Business events
are major contributors to the Australian visitor economy. In the year ending June 2016, total expenditure by international business events visitors to Australia reached $3.8 billion. Event visitors spend on average $323 a night compared to $159 a night for leisure visitors. (www.tourism.australia.com). Compared to the year 2015, according to Tourism Research Australia, there has been growth in business tourism among the domestic visitors by 25% with a total spend of 15 billion Australian dollars. (www.tra.gov.au/documents)

The numbers stated above show the importance of business tourism to the Australian economy. As shown in the tables, business tourism is the third-largest form of travel in/to Australia. The results for international and domestic visitors shown below, express the figures for business tourism.

5.4 VISITING FRIENDS AND RELATIVES

Visiting friends and relatives (VFR) is a widely accepted form of tourism. It involves travel with the purpose of visiting friends and relatives. Despite the common perception that VFR travellers stay with their friends and/or relatives, it does not necessarily mean that they share the living accommodations of their friends and/or relatives. (Braunlich, Carl G.; Nadkarni, Nandini; 1995). As stated earlier in this paper, Australia is a huge country with residents who have immigrated to Australia from all parts of the world. Improved transportation and the rising standards of living have resulted in visitation by both relatives and friends from abroad and from the country. These visitors, just like those who come for business purposes, visit destinations that are closest to the location where their friends and relatives live. These visitors, just like the visitors who come to Australia for leisure, visit the tourist attractions such as beaches, cities and national parks and are therefore an important contribution to the Australian economy. The tables in the survey results show that visiting friends and relatives is the second-largest form of travelling for both domestic and international travellers. Statistics for this type of tourism is also shown below.
6. SURVEY RESULTS

It is obvious that Australia has much to offer and the locations and destinations mentioned are only the locations that are best known worldwide. All existing types of tourism can be found in Australia all year round. Australia is a destination that is attractive to people all over the world.

After listing and describing the most visited tourist destinations in Australia, which are destinations for both domestic and international visitors, it is important to show that tourism is an industry that significantly contributes to Australia's economy and as such requires a lot of attention. Many researches have been made, and it is important to show some the results. The research is made based on the types of tourism stated earlier in this paper.

6.1 INTERNATIONAL VISITORS-RESULTS

Tourism Research Australia states that, by June 2016, the number of international visitors aged 15 years of age and over to Australia reached 7.2 million, which is an increase of 10% compared to the year ending June 2015. Leisure arrivals (holiday and visiting relatives and friends), lead in the international visitor arrival growth with an increase of 11.8 per cent over the twelve month period. These international visitors spent a record $38.1 billion, which is $4.7 billion more than in the year 2015. The following tables show the statistics of visitation by international tourists according to purpose of visit, the expenditure and state. (www.tra.gov.au)

Table 2 Visitation by international tourists (June 2016 compared to June 2015)

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>Year ending 2015</th>
<th>Year ending 2016</th>
<th>Change between years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holidays</td>
<td>2 909 000</td>
<td>3 536 000</td>
<td>21.5</td>
</tr>
<tr>
<td>VFR</td>
<td>1 819 000</td>
<td>1 869 000</td>
<td>2.7</td>
</tr>
<tr>
<td>Business</td>
<td>831 000</td>
<td>797 000</td>
<td>-4.1</td>
</tr>
<tr>
<td>Other</td>
<td>180 000</td>
<td>171 000</td>
<td>-5.4</td>
</tr>
</tbody>
</table>

Table 3 Expenditure (in dollars) by international tourists (June 2016 compared to 2015)

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>Year ending 2015</th>
<th>Year ending 2016</th>
<th>Change between years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holidays</td>
<td>12,892,000</td>
<td>15,879,000</td>
<td>23.2</td>
</tr>
<tr>
<td>VFR</td>
<td>5,517,000</td>
<td>5,781,000</td>
<td>4.8</td>
</tr>
<tr>
<td>Business</td>
<td>3,492,000</td>
<td>3,375,000</td>
<td>-3.4</td>
</tr>
<tr>
<td>Other</td>
<td>1,046,000</td>
<td>965,000</td>
<td>-7.7</td>
</tr>
</tbody>
</table>


Table 4 International visitors by state

<table>
<thead>
<tr>
<th>State</th>
<th>Year ending June 2015</th>
<th>Year ending June 2016</th>
<th>% change between years</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>3,308,000</td>
<td>3,649,000</td>
<td>10.3</td>
</tr>
<tr>
<td>VIC</td>
<td>10 044</td>
<td>2,274,000</td>
<td>12.8</td>
</tr>
<tr>
<td>QLD</td>
<td>2,229,000</td>
<td>2,481,000</td>
<td>11.3</td>
</tr>
<tr>
<td>SA</td>
<td>385,000</td>
<td>422,000</td>
<td>9.5</td>
</tr>
<tr>
<td>WA</td>
<td>835,000</td>
<td>888,000</td>
<td>6.3</td>
</tr>
<tr>
<td>TAS</td>
<td>198,000</td>
<td>224,000</td>
<td>13.0</td>
</tr>
<tr>
<td>NT</td>
<td>179,000</td>
<td>280,000</td>
<td>-2.9</td>
</tr>
</tbody>
</table>


The figures show that visitation to all Australia’s states, except the Northern Territory, experienced growth. Table 4 shows that there was a decrease in visitation to the Northern Territory. It is important to state that, whatever the purpose of the trip to Australia might be, all the visitors choose and experience several types of tourism listed previously in this paper. According to Tourism Research Australia, there was growth in visits to the beaches (12%), participation in water activities such as sailing, windsurfing and kayaking (23%), visits to historical sites and monuments (18%), going to festivals and cultural events (16%), visits to botanical gardens (14%), visits to national parks (13%) and visits to wineries (28%). (www.tra.gov.au/documents-website)
According to Tourism Research Australia, the reason for this growth in international visitation to Australia lies in the advance in digital technology and the favourable conditions provided by the exchange rates. International visitors have tended to visit Australia and spend more in Australia because of these favourable exchange rates.

### 6.2 DOMESTIC VISITORS - RESULTS

The domestic tourists are very important for Australian tourism as well because they come in big numbers, which is not surprising given the fact that Australia is a continent and is quite large. This results in the fact that the residents of this huge land feel the need to see, visit and explore the areas of their land which are distant and different from the area where they reside. The many exotic places Australia offers and the numerous festivals and events attract the Australians as well as the visitors from other countries. Domestic visitors travel for the same purposes as the international ones - for holidays, business, visiting friends and relatives and other. There is growth in visitation by domestic tourists which, as well as the growth in the number of international visitors, confirms the importance of the tourism sector in Australia. The growth in the domestic visitation according to purpose of the visit and the growth in spend is shown in Table 5.

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>Year ending 2015</th>
<th>Year ending 2016</th>
<th>Change between years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holidays</td>
<td>33,149,000</td>
<td>36,398,000</td>
<td>9,8</td>
</tr>
<tr>
<td>VFR</td>
<td>29,540,000</td>
<td>30,437,000</td>
<td>3,0</td>
</tr>
<tr>
<td>Business</td>
<td>17,272,000</td>
<td>18,637,000</td>
<td>7,9</td>
</tr>
<tr>
<td>Other</td>
<td>4,960,000</td>
<td>5,371,000</td>
<td>6,8</td>
</tr>
</tbody>
</table>

Table 6 Expenditure by domestic tourists (year ending June 2016 compared to year ending 2015)

<table>
<thead>
<tr>
<th></th>
<th>Year ending 2016</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holidays</td>
<td>$ 28.2 billion</td>
<td>49%</td>
</tr>
<tr>
<td>VFR</td>
<td>$ 12 billion</td>
<td>21%</td>
</tr>
<tr>
<td>Business</td>
<td>$ 15 billion</td>
<td>25%</td>
</tr>
<tr>
<td>Other</td>
<td>$ 2.8 billion</td>
<td>5%</td>
</tr>
</tbody>
</table>


All the figures in Table 6 show the growth in the season 2016 compared to season 2015. The table shows that the biggest growth is in holiday tourism (both in visitation and in expenditure). There is also growth in business tourism, VFR and other types of tourism. The growth can be explained by the fact that Australia is a large country with a lot to offer to its domestic visitors.

Further analysis shows visitation of domestic visitors by state in Table 7.

Table 7 Domestic visitors by state

<table>
<thead>
<tr>
<th>State</th>
<th>Year ending June 2015</th>
<th>Year ending June 2016</th>
<th>% change between years</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>13,717,000</td>
<td>14,842,000</td>
<td>8.2</td>
</tr>
<tr>
<td>VIC</td>
<td>10,044,000</td>
<td>10,195,000</td>
<td>1.5</td>
</tr>
<tr>
<td>QLD</td>
<td>9,320,000</td>
<td>10,185,000</td>
<td>9.3</td>
</tr>
<tr>
<td>SA</td>
<td>2,696,000</td>
<td>2,949,000</td>
<td>9.4</td>
</tr>
<tr>
<td>WA</td>
<td>3,293,000</td>
<td>3,913,000</td>
<td>18.8</td>
</tr>
<tr>
<td>TAS</td>
<td>1,298,000</td>
<td>1,342,000</td>
<td>3.4</td>
</tr>
<tr>
<td>NT</td>
<td>669,000</td>
<td>886,000</td>
<td>32.4</td>
</tr>
</tbody>
</table>


There is significant growth in the percentage of domestic tourists engaged in such activities as visits to botanical and other public gardens, visits to heritage buildings, sites and monuments, visits to beaches, exercise, swimming and gym, visits to rainforests and bushwalking (www.tra.gov.au)
The figures show a strong growth in both, international and domestic visitation, to all states in Australia. This increase in visitation resulted in a growing expenditure, all of which confirms the importance of the tourism sector to the Australian economy. According to the Productivity Commission Research Paper (published in February 2015), visitation to Australia by international visitors has doubled over the past two decades—rising from 2.5 million in 1992 to 6.7 million visitors in 2014. Furthermore, it is expected to grow by 4.5 per cent per year on average until 2022-23. All the statistics and researches listed in this survey show the importance of the tourist industry to the Australian economy. Thus, it is important to state that, since tourism is so important to the Australian economy, special attention is constantly paid, by Australians employed in the tourist industry, to developing all types of tourism and all major tourist destinations in Australia. (www.gov.au/research/completed/international-tourism)
7. CONCLUSION

Tourism, an industry that is important for every country, is of significant importance in Australia because of its importance in the country's economy. The tourism industry in Australia is very well organized because Australia has much to offer to its visitors, who are both international and domestic. These visitors come to all tourist destinations for different purposes. The most common purposes for visits, both international and domestic, are holidays, visiting friends and relatives, business and other. Based on the purposes of the visits, there are different types of tourism in Australia. They are: holidays (visiting major cities with their festivals and sports events; beaches with all their facilities and activities, culture and heritage-Aboriginal tourism, nature's beauty- national parks and wildlife). All the destinations described in this paper offer at least some of the types of tourism that have been listed. Australia has analysed the visitors who come to its tourist destinations and has grouped them into two categories: international and domestic. Both, international and domestic visitors are important because they contribute to Australia's economy. Tourism Research Australia has conducted and, constantly is conducting surveys on who the visitors are, which, how much these visitors spend and what the purpose of their visit is. Survey results show that expenditure has been growing continually. It has been found that visitation to Australia has doubled in the past two decades and, is expected to rise in the years to come. It can be stated without any doubt that tourism in Australia is, and will be a significant part of Australia's economy.
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