

SBL PROFESSORIAL RESEARCH TALK

Growing Western Australian Tourism

The SBL Professorial Research Talks are organised by SBL Research Office for our Professors to share their research insights with the School, the University, and the broader community. It also provides an ideal platform to promote SBL's research capacity.

In each one-hour talk, there will be a presentation by one of our Professors, followed by an interactive discussion. Attendees will have the opportunity to network and engage with our Professors over refreshments.

On this occasion, we feature a prolific researcher in Tourism, Professor Ross Dowling.

When: Friday, 23 June 2017
Where: JO.7.103
ECU Joondalup campus
Time: 13:00 – 14:00

To register and obtain your free admission pass for this event, please log on to the Eventbrite website:
<https://sblprofresearchtalk6.eventbrite.com.au>

I warmly invite you to join us for an exciting and sociable gathering.

Associate Professor Hadrian Djajadikerta
Associate Dean Research
School of Business and Law

The new WA State Government has been elected with a clear mandate to boost jobs and economic growth. High on their list of priorities is tourism which currently supports 97,000 jobs and contributes \$10 billion in visitor spending. To achieve this the government has committed to spend \$45 million per annum per year for the next five years on tourism marketing. However, at the same time it is essential that we continue to build the supply side of tourism, that is, the products that visitors want to come here to experience. This presentation examines three types of tourism which can help strengthen our tourism assets – ecotourism, cruise ship tourism and the emerging sector of geotourism.

[Professor Ross Dowling OAM](#) is Foundation Professor of Tourism at the School of Business and Law. He conducts international research on ecotourism, cruise ship tourism and geotourism. He is a Member, World Commission on Protected Areas (Switzerland); Co-founder, International Cruise Research Society (Germany); and Advisor, UNESCO Global Geoparks (France). In Western Australia he is Chair of Cruise Western Australia; Vice President, Royal Automobile Club; Member, Conservation & Parks Commission; and a Parks Ambassador appointed by the Governor of Western Australia. He has authored or edited many books including Natural Area Tourism, Cruise Ship Tourism, and Geotourism.