

# Professor Ross Dowling OAM

## SBL Professorial Research Talk, 23 June

**Professor Ross Dowling OAM is Foundation Professor of Tourism in the Business Services Discipline at the School of Business and Law.**

Ross will discuss the importance of growing the tourism sector in Western Australia. With the newly elected WA State Government, there is a clear priority to boost jobs and economic growth. The tourism sector supports 97,000 jobs and contributes \$10 billion in visitor spending. The government has committed to spend \$45 million per annum per year for the next five years on tourism marketing. It is important that the supply side of tourism, that is, the products that visitors want to come here to experience, grows to match the increasing demand of tourists for authentic experiences. Ross will highlight three types of tourism which can help strengthen our tourism assets – ecotourism, cruise ship tourism and the emergence of geotourism.

### Biography:

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.



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