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MARKETING TOURISM IN REGIONAL AUSTRALIA: CHALLENGES - CASE STUDY OF NEW SOUTH WALES

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Abstract

With as many as 9.1 million visitors entering the Australian shores in the year ending July 2018, international visitors have made a record spend of approximately \$42.3 billion in the year until March of 2018. Tourism in Australia has shown a positive growth with international tourist arrivals to Australia increasing from 8.4 million in 2017 to 9 million in 2018 and the revenue from international visitor arrivals increasing from 39.8 billion to 42.3 billion. With this increase in tourism, it is intriguing to know how many of these visitors actually visit the regional areas of New South Wales.

For ease and convenience, the focus of this paper is to understand tourism in the regional areas of New South Wales. This said, Tourism 2020 is a whole-of-government and industry long-term strategy to build the resilience and competitiveness of Australia's tourism industry and increase the revenue for the country. Tourism 2020 has been explained at length in the latter part of this working paper. Although literature points out that there are a few challenges already affecting Australian tourism industry, this paper aims to analyse some of the key challenges surrounding tourism in the regional areas of New South Wales in particular, namely,

- 1) A need for better infrastructure in the regional areas of New South Wales that could help market tourism there including digital marketing
- 2) Better and improved customer service
- 3) Improved affordability.
- 4) Bringing uniqueness into every tourist locations in regional New South Wales rather than a monotonous feel. The concept of Product Differentiation that is much talked about in the subject matter of Marketing seems relevant here. It is easier to pull the demand for a product that is unique rather than indulge in vigorous competition when products are identical.

Out of the 3 areas identified in this paper, one of the main challenges being focused is to understand why touring overseas is better and more affordable for domestic residents than visiting the regional areas of Australia and New South Wales in particular.

Keywords: Marketing, Tourism in Regional Areas, Affordability, Tourism 2020, Overseas Travel.
