



## 3055 BA SANGAM COLLEGE

PH: 6674003/9264117 E-mail: basangam@connect.com.fj



### LESSON NOTES

### WORKSHEET 13

YEAR 12: GEOGRAPHY

NAME: \_\_\_\_\_

Strand	2.3 Tourism
Sub Strand	<u>12.2.3.2</u>
Content Learning Outcome	Tourism and tourists

### **Case Study Australia**

#### Australian tourism facts

- There were 9.4 million international visitors to Australia in 2019
- The industry employed 666,000 people (5.2% of total employment) as of 2019
- The industry contributed a total of AUD \$60.8 Billion (3.1% of GDP) in 2019.<sup>1</sup>

### **International visitors to Australia by month**

The summer months of December, January, and February attracted the most visitors to the country with a combined total of 2,716,200 international visitors in 2019.

The warmer weather combined with popular seasonal sporting events are major factors in high international arrivals during the summer. Autumn was the quietest season for international visitors to Australia, with only 2,029,000 people coming into the country in April, May and June.

#### Landmarks/attractions

Australia is home to some of the world's most iconic landmarks and attractions. Visitors to Australia are more motivated than ever by social media to visit popular and well-known landmarks and attractions on their trips. Some of the most popular sites include:

## **The Sydney Opera House**

The Opera House is synonymous with Sydney as a city. The uniqueness of the design of the Opera House has seen the building declared as a UNESCO World Heritage Site. 8.2 million people visit the site every year. The building is home to theatres, studios, a concert hall, exhibition rooms and a cinema, however most tourists are only interested in the exterior design of the building.

## **The Great Barrier Reef**

The Great Barrier Reef is one of the largest living structures in the world and is listed as a World-Heritage site. Visible from outer space, the reef is home to over 3000 coral reefs, 600 continental islands, 300 coral cays and mangrove islands. Over 2 million tourists a year come to experience the reef via snorkeling, scuba-diving, glass-bottomed boats and seaplanes.

## **Uluru**

Another World Heritage site, Uluru (formerly Ayers Rock) is situated in the Uluru-Kata Tjuta National Park in the Northern Territory. The red monolith is 348 meters high and is the number one destination for those travelling through the outback, with over 300,000 visitors each year. Sunrise and sunset are particularly popular times for visits as the colours of the rock and surrounding area are transformed by the changing light.

## **Bondi Beach**

Home to one of the oldest surf lifesaving clubs in the world, Bondi Beach is an iconic Australian beach known for its prime location to the city centre and fantastic views. The beach is home to many cultural events that take place throughout the year and is close to a variety of cafes, restaurants and other beachside attractions. Over 1 million visitors make their way to the beach each year.

## **How much money does Australia make from tourism?**

Given these statistics, it should come as little surprise that tourism is a lucrative industry in Australia. In 2019, tourism in Australia accounted for 3.1% of the national GDP, contributing \$60.8 billion to the Australian economy. The means that tourism GDP grew at a faster rate than the national economy. Of this, 26% came from international visitors to Australia while 74% came from domestic tourism.

## **Activity**

With reference to Australia, Discuss the importance of tourism industry and state the ways that the government has adopted to boost tourism industry.

(do in a spare page and attached)

*Sangam Education Board – Online Resources*