

Ella Bay Development, Far North Queensland
Expression of Interest in Conducting Research:

Research Topic:

Community Impact Statement

Research Team

<u>Name</u>	<u>Positions</u>	<u>Qualifications</u>
Dr. Fay Falco-Mammone	Project Manager & Primary Researcher	PhD Tourism Regional Tourism Consultant
Prof. Bruce Prideaux	Project Supervisor	Professor Tourism & Marketing

Background and research questions

There has been considerable research into the negative impacts as well as positive impacts of tourism on local communities. It has been recognized in the tourism literature that the tourism industry in a given area will only continue to flourish if it has local support and involvement, as local residents are a key stakeholder groups. This clearly points to the need to understand the dynamics of local involvement in the tourism industry. Several models exist which may guide such an understanding. One widely recognized model is Doxey's (1975) irridex. This model builds upon the dynamic nature of tourism to explain how changes in local residents' attitudes to tourism occur as the destination matures over time. Several elements contribute towards local residents' attitudes. These include (i) extrinsic factors, such as the nature and stage of tourism development, the level of tourism activity and the types of tourists involved and (ii) intrinsic factors, i.e. the characteristics of residents such as; their level of involvement in the tourism industry, period of residence, employment, etc.

Doxey's irridex theory, for example, suggest that communities undergo a sequence of attitudes towards tourism, commencing with an initial feeling of euphoria, followed by apathy, irritation and eventually antagonism as the size of the tourism industry grows. To prevent antagonism of this nature ongoing monitoring is required to identify if community attitudes have changed to a negative path.

The research will investigate how the Ella Bay project will impact on the local community including employment, complimentary business development, and lifestyle of residents in the immediate vicinity including Flying Fish Point as well as other areas of the Johnston Shire. An output of the research will be a set of indicators against which community attitudes can be measured

Aims and objectives

1. To report on the potential impacts of the Ella Bay project on the Innisfail community in terms of social welfare and alienation.

Methodology

- Public Consultation Process –
 - Focus groups with residents and meetings with local business, community members.
- Desktop Review – extensive review of existing literature on tourism development, tourism markets and plans, environmental, social and economic factors.
- Survey of locals to gauge their views on the project with the aim to establish a historical baseline against which public opinion can be gauged in the future.

Outcomes

- ❖ Report on the current attitudes of local resident set the project
- ❖ Identification of possible pressure points
- ❖ Establishment of a base line against which future research can be conducted.

Timing

October 2007 – March 2008

Funding

<i>Activity</i>	<i>Funding Requirements</i>	<i>Source of Funding</i>
Community Survey	\$15,000	John Holland Services
Public consultation & Industry Workshops (incl. Travel & venue expenses), Community Survey	\$15,000	John Holland Services
Desktop Review	\$ 5,000	John Holland Services
Report Writing	\$15,000	John Holland Services
TOTAL PROJECT FUNDING	\$50,000	
+ In Kind Contribution	\$10,000	James Cook University

References

Bureau of Meteorology (2006a). Cyclone Larry Forum Report.

Edited by Jim Davidson, Regional Director (Queensland), Australian Bureau of Meteorology,
Retrieved on 15 June, from

<http://www.rainforest-crc.jcu.edu.au/latestNews/ForumReport.pdf>

Blockey, J. (2005). Ella Bay Economic Impact Study. The 20/20 Group Australia Pty Ltd, Cairns.

Johnstone Shire Council, 2006. State of the Shire Report 2005. Accessed on 10 May, 2007 from the World Wide Web,
<http://www.jsc.qld.gov.au/council/Environmental%20Services/environment%20protection%20and%20natural%20resources/SoS2000/SoS2000.shtml>

Appendix 1: Short Curriculum Vitae's of the Research Team

CURRICULUM VITAE

Dr Bruce Richard Prideaux

Professor of Marketing and Tourism Management
School of Business, James Cook University
PO Box 6811, Cairns, Queensland, 4870

Telephone (07) 40421039 Email Bruce.Prideaux@jcu.edu.au

Academic qualifications

2000 - PhD The University of Queensland
1986 - M. Ec (Regional Planning) James Cook University
1979 - BA The University of Queensland
1976 - BEc (Soc Sc) James Cook University
1973 - Certificate of Education Townsville Teachers College

Other Positions

North Queensland Network Coordinator, Sustainable Tourism CRC

Professional Positions held (Full Time and Part Time)

2004 **Professor** James Cook University
2001 - 2003 **Lecturer C** - The University of Queensland
1992 - 2001 **Lecturer B** - The University of Queensland
1990 - 1991 **Part-time Lecturer in Tourism Transport** - James Cook University of North Queensland
1989 - 1992 **Acting Regional Officer** - Queensland Department of Transport
1984 - 1989 **Transport Analyst** - Queensland Department of Transport 1984-1989
1978 - 1978 **Part-time Tutor and External Course Writer** - Social Science Department, Townsville College of Advanced Education
1978 **External Tutor** - External Studies Department, The University of Queensland
1974 - 1984 **Secondary Teacher** - Queensland Department of Education 1973-1983

Research Interests

Ongoing research includes:

- Tourism destination development
- Tourism transport
- Tourism crisis management
- Heritage
- Local tourism impacts

Guest Editor

- *Journal of Vacation Marketing*, - Special Issue on Drive Tourism, Vol 9(4), 2003.
- *Journal of Travel and Tourism Marketing*, (with Eric Laws) Special Issue on the theme of Crisis Management in Tourism, to be published in 2005.
- *Asia Pacific Journal of Tourism* - Double Special Issue on Heritage and Culture in the Asia Pacific Region, Vol 9 (3. 4), 2004.

- *International Journal of Tourism Research*, Special issue of War and Tourism to be published in 2005.
- *Tourism and Recreation Research* Special issue on Cybertourism 2005.

Books

Prideaux, B. and Laws, E. *Tourism Crisis: Management Responses and Theoretical Insight* Hawarth (in press)

Prideaux, B. Moscardo, G. and Laws, E. *Managing Tourism and Hospitality Services*, CABI (In press)

Prideaux, B. Laws, E and Chon, K. *Managing Tourism Crises*, , CABI (Under preparation)

Prideaux, B, Timothy, D. and Chon, K. *Cultural and Heritage Tourism in the Asia Pacific*, Francis and Taylor, (under preparation)

Inaugural Professorial Lecture

Prideaux, B. (2004) *What forces will shape tourism in coming decades? Visions of the future*, Inaugural Lecture, James Cook University 16th Sofitel Hotel Cairns

Journal Articles and Conference Papers

Over 100 publications including a selection posted below

Kim, S., Prideaux, B and Prideaux, J. An Investigation of the Relationship between South Korean Domestic Public Opinion, Tourism Development in North Korea and a Role for Tourism in Promoting Peace on the Korean Peninsula. *Tourism Management, Annals of Tourism Research*, (accepted)

Prideaux, B. and Crosswell, M. The Value of Visitor Surveys: The Case of Norfolk Island, *Journal of Vacation Marketing*, (accepted)

Prideaux, B. and Shiga, H. Japanese Backpacking: The Emergence Of A New Market Sector – A Queensland Case Study, *Tourism Review International*, (in press)

Prideaux, B. and McClymot, The Changing Profile of Caravanners in Australia, *International Journal of Travel Research* (accepted)

Laws, E. and Prideaux, B. (2005), Crisis Management: A Suggested Typology, *Journal of Tourism and Travel Marketing*, (In Press).

Kim, S-S. and Prideaux, B. (2005), An Investigation of the Relationship Between South Korean Domestic Public Opinion, Tourism Development in North Korea and A Role for Tourism in Promoting Peace on The Korean Peninsula, *Tourism Management*, (In Press)

Prideaux, B. (2004), The Resort Development Spectrum: The Case of the Gold Coast, Australia, *Tourism Geographies*, 6(1), 26-59.

Prideaux, B., Wei, S. and Ruys, H. (2004) Tour Coach Operations in the Australian Seniors Market, *Asian Journal on Hospitality and Tourism*, 3(2), 135-148.

Timothy, D. and Prideaux, B. (2004), Issues in Heritage and Culture in the Asia Pacific Region, *Asia Pacific Journal of Tourism Research*, 9(3), 213-224.

Prideaux, B. Agrusa, J., Donlon, J. and Curran, C (2004) Exotic or Erotic-Contrasting Images For Defining Destinations, *Asia Pacific Journal of Tourism Research*, 9(1), 5-18.

Prideaux, B. R. (2003), The Need to Use Disaster Planning Frameworks to Respond to Major Tourism Disasters: Analysis of Australia's Response to Tourism Disasters in 2001, *Journal of Travel and Tourism Marketing*, 15(4), 281-298.

Anderson, B. A., Brown, G. and Prideaux, B. (2003), Sustaining Organisational Viability in the Australian tourism industry at times of crisis, *e-Review of Tourism Research*, 1(1), (<http://ertr.tamu.edu>)

- Kim, S. and Prideaux, B. (2003), Tourism, Peace, Politics and Ideology: Impacts of the Mt. Gungang Tour Project in the Korean Peninsula, *Tourism Management*, 24, (6), 675-685.
- Prideaux, B. and Carson, D. (2003), Researching Drive Tourism-New Directions, *Journal of Vacation Marketing*, 9(4), 307-313.
- Prideaux, B. (2003), Commodifying Heritage: Loss of Authenticity and Meaning or an Appropriate Response to Difficult Circumstances? *International Journal of Tourism Sciences*, 3(1); 1-17.
- Prideaux, B. and Laws, E. and Faulkner, B. (2003), Events in Indonesia: Exploring the Limits to Formal Tourism Trends Forecasting Methods in Complex Crisis Situations, *Tourism Management*, 24(4): 511-520.
- Musau, P. and Prideaux, B. (2003), Sustainable Tourism-A Role for Kenya's Hotel Industry, *Current Issues in Tourism*, 6(3), 197-208.

List other relevant activities, including personally paid consultative work.

Year	Other Relevant Activities
2001	Preparation of documentation to support an application for funding for the Lockyer Valley Rural Interpretative Centre (\$5,000)
1997	Laidley Tourism Strategy prepared for the Laidley Shire Council. Some recommendations implemented including the siting of a Tourism Information Centre on the Warrego Highway (\$5,000)
1994	Redcliffe Labour Market Study: An Analysis of Possible Labour Market Strategies prepared for Uniquist. (\$25,000)
1993	Study of the Training and Education Requirements of the Ipswich Area for the Ipswich Region Development Corporation as a Departmental Consultancy. A number of recommendations adopted including establishing a University Campus in Ipswich and establishing a Rail Centre for tourism (\$25,000)
1992	Post Secondary Training and Education Plan for the Shires of Esk, Gatton and Laidley, prepared for the Ipswich Region Development Corporation as a Departmental Consultancy (\$25,000)

Dr. Fay Falco-Mammone

PhD Tourism B. Admin (Tourism) hons.

Phone/Fax: (07) 40 421762 Mobile: 0402 802022

Email: fay.falco@jcu.edu.au

EDUCATION

- 2007 PhD (Tourism) – James Cook University (JCU), Cairns
1999 Bachelor of Administration (Tourism) Class 1 Hons - JCU, Cairns

PUBLICATIONS & CONFERENCE PAPERS

- 2007 Council for Australian University Tourism & Hospitality Education (CAUTHE) Conference, Sydney – Conference Presentations on:
Beach Images: More than just Sun, Sea, Sand & Sex! - F. Falco-Mammone
Valuing Tourism in the Wet Tropics World Heritage Area - B. Prideaux & F. Falco-Mammone
Visitor Perceptions of the Damage caused by Cyclone Larry - B. Prideaux, F. Falco-Mammone & A. Coghlan
- 2006 **Impacts of Cyclone Larry on Visitor Experiences in Mission Beach, Tully & Atherton Tablelands** B. Prideaux, F. Falco-Mammone & A. Coghlan, JCU & CSIRO/Tropical Landscapes Joint Venture
Economic Value of Tourism in the Wet Tropics World Heritage Area
B. Prideaux & F. Falco-Mammone – JCU, Cairns & Rainforest CRC
Backpacking in the Tropics - B. Prideaux, F. Falco-Mammone, M. Thompson – JCU/STCRC
Tourist Shopping on Norfolk Island
B. Prideaux & F. Falco-Mammone – JCU, presented at “Beyond Nature” Conference, New Zealand
- 2003 **Asia Pacific Tourism Association, Sydney** - Beach Images PhD study
- 2002 Council for Australian University Tourism & Hospitality Education (CAUTHE) Conference
Honours Thesis publication – “Destination Image & Natural Dangers” with Dr. Charlotte Echtner

RESEARCH CONSULTANCY PROJECTS

PROBE (John Courtney & Melody Nixon) – as Team Consultant:

- **Post Cyclone Larry Action Plan Product Review** - Queensland Tourism Industry Council
- **The Great Tropical Drive (“The Meanders”) Concept, Interpretation & Management Plan**
- (2004-2005) Tourism Queensland
- **“Cape York Recreational Fishing Audit”** Tourism Queensland – (2004-2005)
- **“Cape York Communication Pathways for Heritage Site Management”** – CYPDA & NHT (2003)
- **“Savannah Way Interpretation & Presentation Plan”** – TQ/QLD Heritage Trails Network (2001-2002)
- **“Chillagoe Region Action Plan Tourism”** – Queensland (2000)

CAIRNS CITY COUNCIL (for)

- **Inner City Facilities Security Project** (2006 - ongoing)
- **Inner City Facilities Public Perceptions Project** (2004 - ongoing)
- **The Pier Shopping Sportsfest Competitor Profile** (2004, 2005,2006)
- **Potential for Commercial Activities at the Cairns Esplanade Lagoon Precinct** (2004)

REFERENCES

John Courtenay

PROBE

07 – 40 976 752

exec@probe.net.au

Prof. Bruce Prideaux

James Cook University, Cairns

07 – 40 42 1039

bruce.prideaux@jcu.edu.au