Strategic Research to Inform the Development of Business Enterprise in Tourism

Schedule 2.8

Issues
The Parties agree the key issues to be addressed are:

• Evidence based development of the Territory Tourism Industry has been hampered in the past by the fragmented approach to undertaking market research. The majority of research contracts have been let to interstate consulting companies where the NTTC has been unable to benefit from a lasting relationship with their service provider, and the consultants themselves demonstrated limited inherent understanding of the subtleties of the Territory Tourism Market,

• An effective revision of Territory tourism industries that promotes the creation of tourism products that reflect market demand, must be based on a sound understanding of tourist needs, wants and behaviours. The NTTC currently does not have access to this information,

• To date methods of gaining these insights to underpin product development have been disjointed and uncoordinated with individual market research companies being contracted on a per project basis. A coordinated, collaborative, strategic approach would provide market insights that would lead better decision making for the NTTC,

• Indigenous economic development could be supported by the development of demand driven innovative tourism ventures. Accurate information is required on markets and visitor motivators, and

• The tourism research area of Charles Darwin University has limited intellectual mass and requires building to better meet Government needs.

Schedule Objectives
The parties agree the two principles objectives to this schedule are:

1. To gain an improved understanding of market insights that will underpin future sustainable development of the Territory tourism industry, and

2. To build a tourism research capabilities in CDU – resident intellectual capacity.

Strategies
The parties agree that the strategies they will employ are:
1. A structured project management approach will be adopted in the development and management of the strategic research program,

2. In the first instance three projects will be undertaken, guided by the Schedule Team (in role of advisory committee) in the areas of:
   1. Indigenous Tourism
   2. The Drive Market
   3. Themed Accommodation and products

3. The parties will establish a fund to support the strategic research program. The fund will be administered by Charles Darwin University.

4. The NTTC will allocate to the fund the sum of $200,000 for 2004/2005 and further a further $200,000 for 2005/2006 subject to NTTC budget approval. Additional funds may be allocated according to the directives of NTTC,

5. The University will apply for Australian Research Council and other research funding to ensure highest possible benefit flow and leverage to tourism research arises from the establishment of the Strategic Tourism Research Fund.

**Targets 2004 / 2005**

1. Completed project scopes in three nominated areas
2. Detailed project plans for each of three projects, and establishment and recruitment of project teams
3. Compliance with milestones for each project, as approved by the schedule team
4. Submission of three external research grant applications to lever NTTC funds
5. Production of two report to NTTC Board to inform of outcomes of research

**Targets 2005/2006**

1. Commencement of at least one key (multi-year) project in each research area
2. Delivery of research reports with demonstrable application to NTTC/NTG strategies relating to
   a. Backpacker tourism
   b. Indigenous tourism
   c. Heritage tourism
   d. Business events tourism
   e. Self-drive tourism
   f. Tourism and information technology in the NT
3. Compliance with milestones for each project, as approved by the schedule team
4. Production of two reports to NTTC Board to inform of outcomes of research
5. Recruitment of at least one PhD student for each project area
6. Implement a ‘Visiting Fellowship’ program to invite prominent scholars to spend time at CDU and to provide CDU research staff with access to key research centres
7. Commencement of projects in the each research area involving collaboration with external agencies such as CRCs, ARC, private research funds and other (non-NT) government departments.