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New book asks Tasmanian tourism's hard questions

Questions about what makes Tasmania special and how we ensure a future that is both prosperous and sustainable are central themes of *Tourism in Tasmania*, a new book being launched today.

Tourism in Tasmania, written by 22 researchers at the University of Tasmania, looks at the future of tourism in the context of sustainability, economic impact and interaction with society. It examines the impacts of tourism growth and asks whether the industry is creating equitable benefits in Tasmania.

The Executive Dean of the College of Arts, Law and Education at the University, Professor Kate Darian-Smith, said the book was in keeping with the University's mission to be a university for Tasmania, responding to the unique qualities of the island.

"Our job at the University is to find our way to create a Tasmanian model where prosperity, inclusivity, the environment and social and technological progress advance together, not in tension," Professor Darian-Smith said.

The book is co-edited by Professor Can-Seng Ooi and Associate Professor Anne Hardy.

Professor Ooi said the while Tasmanian tourism development experience was unique, the book invited readers to see the experience in a global context. "All the chapters in this book bring a layered richness to the discussion," he said.

Associate Professor Hardy said one of *Tourism in Tasmania's* strengths was its remarkably diverse and contrasting range of perspectives. The broader issues covered include the impact of cruise ships, managing Chinese tourism, promises and reality in the tourism workforce and regulating AirBnB. Special interest areas include how tourism could help decrease native animal roadkill, the impact of the screen industry (such as the ABC series *Rosehaven*) and the mutually beneficial relationship between tourism and the craft drinks industry.

"*Tourism in Tasmania* brings evidence-based research to complex questions that have been hotly debated here for many years. We hope that this approach, written in an interesting and accessible way, and celebrating Tasmania with beautiful images, will encourage positive and well-informed debate about our future," Associate Professor Hardy said.

"The book is one way in which the University can contribute to the consultative discussion in Tasmania about what tourism should look like in 2030."

Professor Ooi said researchers at the University of Tasmania were very grateful for the productive relationships they enjoy with industry and the community. "We hope that this book, written by Tasmanian-based researchers and published in Tasmania, gives something back to them."

The University of Tasmania has recently launched a Masters in Tourism, Environmental and Cultural Heritage, a place-based course in which students are embedded in the industry.

The Lord Mayor, Anna Reynolds, will launch *Tourism in Tasmania* at the Town Hall on Thursday evening. The book is supported by the University's Tourism Research and Education Network (TRENd), the College of Arts, Law and Education and the Institute for the Study of Social Change. It may be purchased but will also be available to be downloaded, free of charge, as a PDF.

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