Planned monitoring activities of the Australia’s South West Sustainable Tourism Observatory (ASWTO)

Dr Michael Volgger

Director Tourism Research Cluster, Curtin University
Data Availability & Stakeholder Needs
Six Surveys

(1) Resident Survey
(2) Industry Survey
(3) Visitor Survey
(4) Visitor Tracking
(5) Tour Operator Survey
(6) Network Evaluation System (ANES)
Governance: Development/changes of destination network structure (triggered by the ASWTO)

The ASWTO Network Evaluation System (ANES)

- Self-monitoring of the impact of the Observatory
- How knowledge and understanding is shared between members
- Social network methodology
- Standardized online survey
Governance: Development/changes of destination network structure (triggered by the ASWTO)

The ASWTO Network Evaluation System (ANES)

- Influence reputation
- Formal collaboration activities
- Informal information exchange
- Network density