Overview on the Australia’s South West Sustainable Tourism Observatory (ASWTO)

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Purpose

Supports tourism development for regional development in a sensitive environment, through

- Monitoring sustainability indicators;
- Providing regional data to guide evidence-based tourism decision-making;
- Exchanging of ideas and experiences on sustainable development within the UNWTO network;
- Exploring new ways of data collection and analysis.
Monitoring Area (Two stages)
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Partner & Structure

Tier 1
Tourism Australia
Commonwealth Government Agency

Tier 2
Tourism Western Australia
State Government Agency
Parks and Wildlife Services
State Government Agency

Tier 2
Shire of Augusta-Margaret River
Local Government
City of Busselton
Local Government
Australia’s South West
Regional Tourism Organisation
MRBTA
Regional Tourism Organisation
SWDC
Regionally-based State Government Agency

Tier 4
Tourism Businesses/Operators
Process

Inspiration & information
First informal discussions with partners
Survey regarding data availability & data needs
Workshop with partners
Additional recruitment of partners
Official launch (27 Sept 2019)

Work on formal application & data collection/analysis details
Submission of formal application
Value

- Strategic relevance and fit with the region’s identity and positioning;
- Contribute to maintain and enhance the leadership of the Margaret River Region and Australia’s South West in sustainable tourism development supporting regional development and prosperity;
- Showcasing the region and the partners of the initiative in an international network:
- Provide up-to-date regional level data (filling in data gaps);
- Exploring the use of innovative methodologies;
- Leadership within Australia: Showcasing ASW on Australian level, because no other Sustainable Tourism Observatories exist within Australia
- Step-by-step approach: Realisability