

# **Collaboration for opportunities : Australia - China relationship in geotourism development**

**Geotourism Forum  
Global Eco Asia-Pacific Tourism Conference  
Ecotourism Australia  
Noosa, Queensland  
18-20 November, 2013**

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# Outline

1. Chinese tourists
2. Australia's attractions
3. Australia's weaknesses
4. Partnership
5. Conclusions



# 1. Chinese tourists

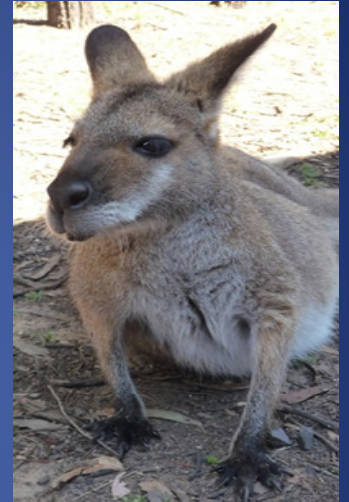
- Total population: 1.36 billion (19% of world)
- 1%: 13 million, 5% : 65million, 10%:130 million
- Spending - Highest spending tourist group, spent AUD 4 billion in 2012 (Hurun Report 2013)
- Biggest tourist group (626,000 in 2012) > UK tourists
- Worrying: Favoured destinations: Australia is no.1 in 2006, now no. 7 after France, US, Singapore, Swiss, UK, Italy (source: Dept of Resource, Energy and Tourism 2013)





## 2. Australia's attractions

- Unique animals
- Wonderful landscape
- Excellent overseas promotion
- Recent survey



# Preference/perception study

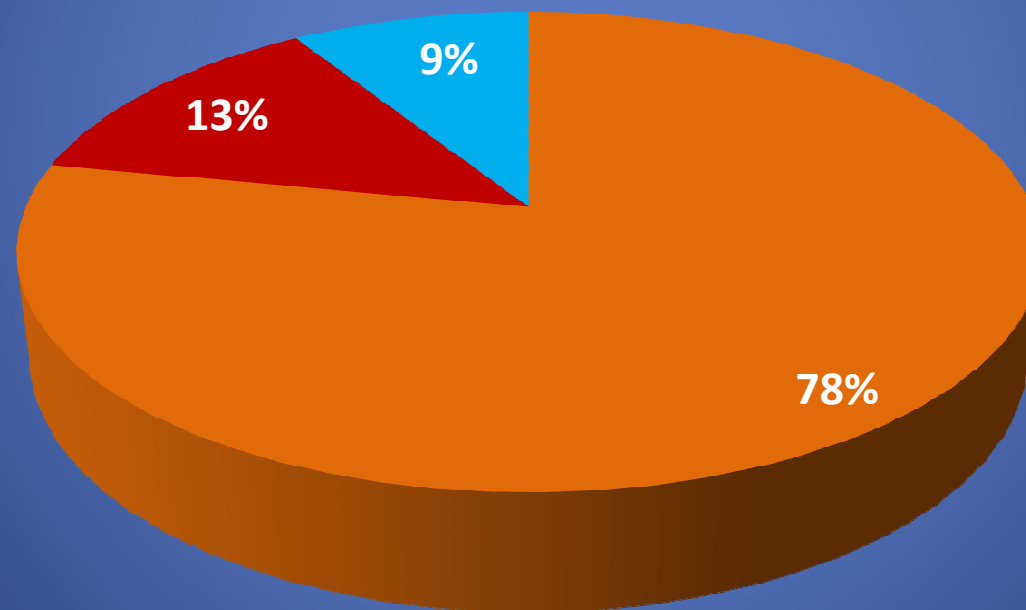


- Annual meeting and conference, Committee of Tourism Earthscience and Geoparks, August 2013 in Guizhou, SW China
- Geopark managers, researchers, government officials
- Preference on 13 attractions of Australia
- 283 questionnaires delivered
- 251 returned
- 96% had NOT visited Australia



## Would you like to visit Australia in the next 5 years?

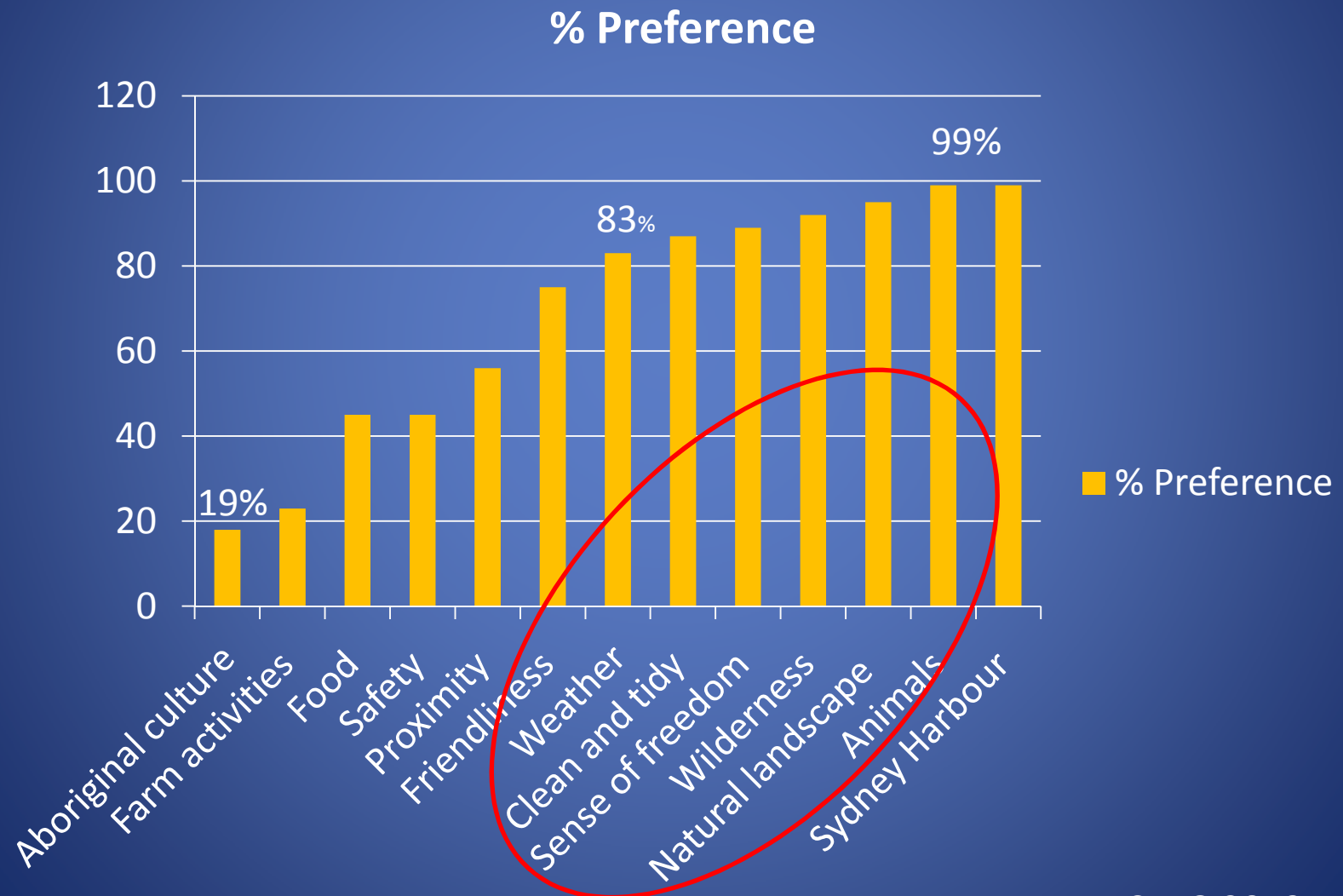
Yes Probably not Not sure



CTER 2013



# 13 attractions



### 3. Australia's tourism weaknesses



- High Aussie dollars
- Extremely competitive regional and global tourist destinations
- Cities widely distributed
- Long travel distance – time, costs
- Lack of unique, high-end products & services



# Solutions

## 3. Australia's weaknesses

- ~~High Aussie dollars~~
- ~~Highly competitive regional and global tourist destinations~~
- ~~Cities widely distributed~~
- Long travel distance – time, costs
- Lack of unique, high-end products & services

## Options may also include:

- Easier visa application
- More publicity
- Develop direct relationships with Chinese counterparts

## 4. Partnership

- Research and academic Institutes
- Schools, museum
- Cities, towns
- Parks





# Parks

- National Parks
- World Heritage Sites
- Global Geopark



# Geoparks

- Global Geoparks Network, supported by UNESCO
- Significant geological values
- 100 global geoparks around the world
- 29 located in China
- International networking is a requirement
- Learn from each other



United Nations  
Educational, Scientific and  
Cultural Organization



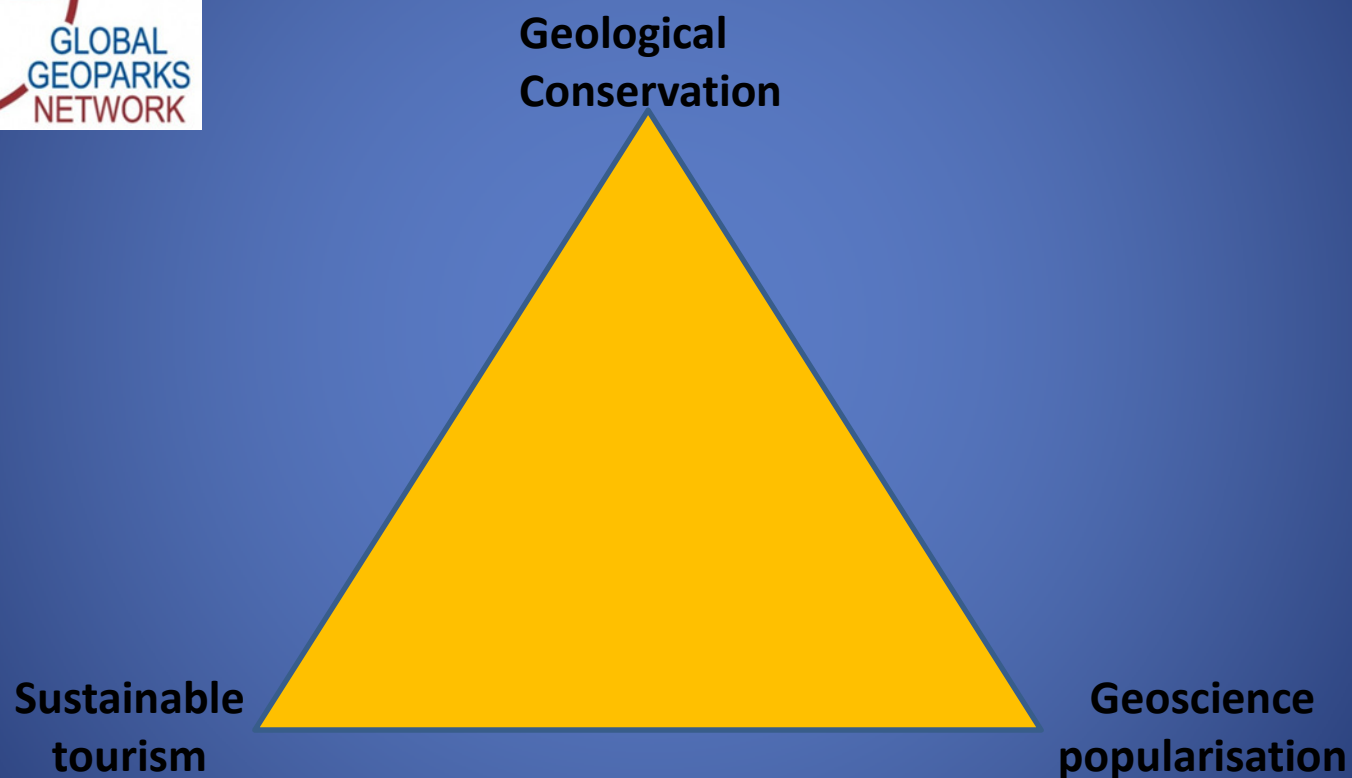
# Dowling & Newsome (2013)



- Geotourism is tourism which focuses on an area's geology and landscape as the basis of fostering sustainable tourism development (Submitted to the Geotourism Committee, Geological Society of Australia, October 2013)
- Geotourism is the driving force of geoparks, as they are venues for geotourism



## Three major objectives



# Geoparks in China

184 national geoparks

29 global geoparks


Main function -  
sustainable tourism  
development



## 29 Global Geoparks in China (2013)

**LEGEND**

● 地質公園名稱  
● 城市名稱

  
GLOBAL GEOPARKS NETWORK  
世界地質公園  
Global geoparks

比例尺 1 : 400 万

0 40 80 120 160 200 240 280 320 360 400 440 480 520 560 600 640 680 720 760 800 840 880 920 960 1000 1040 1080 1120 1160 1200 1240 1280 1320 1360 1400 1440 1480 1520 1560 1600 1640 1680 1720 1760 1800 1840 1880 1920 1960 2000 2040 2080 2120 2160 2200 2240 2280 2320 2360 2400 2440 2480 2520 2560 2600 2640 2680 2720 2760 2800 2840 2880 2920 2960 3000 3040 3080 3120 3160 3200 3240 3280 3320 3360 3400 3440 3480 3520 3560 3600 3640 3680 3720 3760 3800 3840 3880 3920 3960 4000 4040 4080 4120 4160 4200 4240 4280 4320 4360 4400 4440 4480 4520 4560 4600 4640 4680 4720 4760 4800 4840 4880 4920 4960 5000 5040 5080 5120 5160 5200 5240 5280 5320 5360 5400 5440 5480 5520 5560 5600 5640 5680 5720 5760 5800 5840 5880 5920 5960 6000 6040 6080 6120 6160 6200 6240 6280 6320 6360 6400 6440 6480 6520 6560 6600 6640 6680 6720 6760 6800 6840 6880 6920 6960 7000 7040 7080 7120 7160 7200 7240 7280 7320 7360 7400 7440 7480 7520 7560 7600 7640 7680 7720 7760 7800 7840 7880 7920 7960 8000 8040 8080 8120 8160 8200 8240 8280 8320 8360 8400 8440 8480 8520 8560 8600 8640 8680 8720 8760 8800 8840 8880 8920 8960 9000 9040 9080 9120 9160 9200 9240 9280 9320 9360 9400 9440 9480 9520 9560 9600 9640 9680 9720 9760 9800 9840 9880 9920 9960 10000



# Benefits of partnership

- Frequent exchange and visits – information, management and conservation experiences
- Invitation to conferences, workshops
- Jointly organising events
- Enhance international perspective
- Strengthen ties between two countries
- Encourage more visitors to Australia
- Low cost international, mutual publicity



# Global geoparks/World Heritage Sites ready for partnership



- Lushan, Jiangxi (GG, WH, glacial, cultural)
- Shilin Stone Forest, Yunnan (GG, WH, limestone forest)
- Yandangshan (GG, rhyolitic landform)
- Leiqiong, Hainan & Guangdong (GG, volcanic lake, lava tubes, scoria cones)
- Sanqingshan (GG, WH, granite pinnacles)
- Hexigten (GG, desert/oasis)
- Alxa (GG, desert)
- Wudalianchi (GG, WH, M&B, volcanic lakes, lava flow)













## 5. Conslusions

- Growing well-educated, affluent Chinese middle class tourists looking for Australia's natural beauty
- Australia's attractions can be publicised directly through different collaboration channels
- Partnership of Australian and Chinese parks is cost effective and will directly appeal to the needs of potential Chinese visitors



## Asia Pacific Geotourism Conference 2013 亞太區地質旅遊研討會

### Challenges and Opportunities 挑戰與機會



30 • 11 • 2013  
Hong Kong Convention and Exhibition Centre  
香港會議展覽中心

Organisers 主辦機構：



# Thank you!

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