Participatory Processes for Establishing Observatories - Australia’s South West Sustainable Tourism Observatory

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Monitoring Area
Tourism in the ASW Destination

Total overnight visitors (ASW)

- YE June 2019: 3,200,000
- YE June 2020: 3,000,000
- YE June 2021: 3,500,000

Share of total overnight stays (ASW, 2019)

- Intrastate: 86%
- Interstate: 6%
- International: 8%

Tourism in Western Australia
Partners & Structure

Tier 1
- Tourism Australia
  Commonwealth Government Agency

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

Tier 3
- 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
Partners & Structure

Working Group

- Operational implementation
- Participatory decision-making
- Advise and control
- Support in data collection and analysis

Partner Organisations

- Providing support in data collection
- Exchange of ideas

Partner Organisations (examples):
- Albany
- Flare Access
- ...
“Before” : Process of Establishment

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

Degree of participation of partners

Medium High High High High Medium
“After” : Processes After the Establishment

- Regular presentations of findings
- Draft report shared with partners
- Local report launch
- Definition of focus areas
- Additional recruitment of partners
- Extension of monitoring region

Degree of participation of partners

High
High
High
Medium to High
High
High

Submission of report to UNWTO (currently)
Governance Theory: Means of Governance

- Knowledge
- Trust

- Money

- Formal power
  - Agenda (themes)
  - Values (brands)

(Volgger & Pechlaner, 2017)
Governance Theory: Means of Governance (Establishing Observatory)

Knowledge → Money → Formal power → Agenda (themes) → Values (brands)

(Volgger & Pechlaner, 2017)
Governance Theory: Means of Governance (Observatory Operation)

Knowledge → Money → Formal power

Trust → Agenda (themes) → Values (brands)

(Volgger & Pechlaner, 2017)
Evidence-Based Decision-Making

• Support to ‘Eco Tourism Destination Accreditation’ process
Challenges & Way Forward

Challenges:
• Direct involvement in the actual decision-making processes at destination level
• The functioning of the governance/collaboration depends on (a) individuals in the various organisations; (b) the leadership of the Observatory
• Higher willingness to collaborate among best-performers

Way forward:
• Extending regional focus and thus including additional partners from other areas
• Further increase collaboration with local governments (to make sure tourism is not discussed in an isolated manner)
• Concentration of resources on innovative initiatives