

AUSTRALIA'S TOURISM

ASC FINAL EXAM



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2018 A**

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STATES AND TERRITORIES OF AUSTRALIA

Australia is divided into six territories, there are New South Wales, Victoria, Queensland, South Australia, Tasmania, Western Australia. In addition, Australia also has two territories, namely: Australian Capital Territory and Northern Territory

New South Wales is Australia's oldest and most-populous state. New South Wales is also home to popular attractions including the Blue Mountains and the Hunter Valley wine region.

Victoria is the smallest of the mainland states in size but is home to the country's second most populated city, Melbourne.

Melbourne is famed for its graffiti lane ways, fashion-forward boutiques and booming café scene.

Queensland is Australia's second-largest state and is home to the world famous Great Barrier Reef, the world's most extensive subtropical rainforest and the beautiful Queensland Islands - including the World Heritage-listed Fraser Island

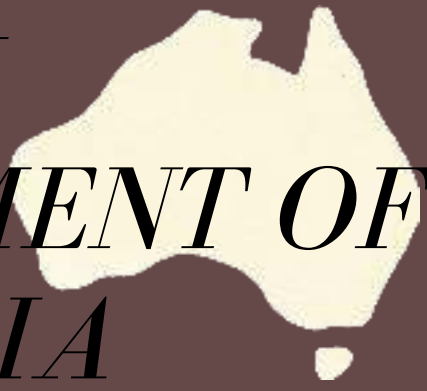
South Australia sits in the southern central part of the country, and covers some of the most arid parts of the continent. The state's capital is Adelaide and is a great base for exploring the Barossa wineries, the Flinders Ranges and Kangaroo Island.

Tasmania is separated from mainland Australia. One-fifth of Tasmania is covered by national parks and wilderness - abundant in driving routes and walking trails - and it is one of the world's most mountainous islands.

Western Australia is Australia's largest state. The state's capital is Perth; the fourth most populous city in Australia and famed for its uncrowded beaches, parklands and fresh seafood.

The Australian Capital Territory bounds the national capital of Canberra and is the centre of government. Meanwhile, the **Northern Territory** is home to the famous Uluru, Kata Tjuta and Kakadu National Park.

TOURISM DEPARTMENT OF AUSTRALIA



On 11 March 2021, the Australian Government has announced a \$1.2 billion support package for the tourism and aviation sector.

This support includes:

- A new Tourism Aviation Network Support (TANS) Program which encourage domestic tourists to travel to key regions that have been significantly impacted by COVID-19
- The extension of current programs including the Business Events Grants program, Zoos and Aquariums program and COVID-19 Consumer Travel Support program



TOURISM DESTINATION

NEW SOUTH WALES



PARSLEY BAY

Located in Vaucluse, Parsley Bay is a hidden beach. There is a century-old cable-stayed bridge used to cross from one side of the bay to the other.



PADDINGTON RESERVOIR GARDENS

This sunken garden is one of Sydney's best kept secrets. The park was once the Paddington Reservoir.



CHOWDER BAY, MOSMAN

Accessed from the beach at Mosman's Clifton Gardens Reserve, you'll find several species of frogfish, seahorses, pipefish and more.

VICTORIA



MANCHESTER PRESS

Manchester Press café is always full. The high ceilings and oversized wooden tables create a welcoming feel, but what really keeps its devoted followers coming back is the fabulous coffee



LAKE ELIZABETH, GREAT OTWAY NATIONAL PARK

Natural habitat, the platypus can be spotted swimming across the surface of the enchanting Lake Elizabeth.



SUNNY RIDGE STRAWBERRY FARM

Natural habitat, the platypus can be spotted swimming across the surface of the enchanting Lake Elizabeth.

TOURISM DESTINATION

QUEENSLAND



SEAPLANE OVER HEART REEF

Create the perfect romantic surprise for a loved one by flying over the world-famous natural wonder, Heart Reef.



BEENLEIGH HISTORICAL VILLAGE

Set in an authentic pre-European Aboriginal village, Spirits of the Red Sand is an immersive cultural and theatrical experience



SNAPPER ROCKS

Located on the north side of Point Danger, Snapper Rocks is a man-made surf spot that boasts one of the longest and most sunken waves in the world.

SOUTH AUSTRALIA



MCLAREN VALE

Manchester Press café is always full. The high ceilings and oversized wooden tables create a welcoming feel, but what really keeps its devoted followers coming back is the fabulous coffee



KANGAROO ISLAND

Kangaroo Island, 13 kilometres (eight miles) off the coast of South Australia and 30 minutes by plane from Adelaide, is one of the best places in Australia to see wild native animals, like koalas, kangaroos, sea lions and seals



BAROSSA VALLEY CHEESE COMPANY

Find freshly baked bread at Apex Bakery, handmade cheese from the Barossa Valley Cheese Company, traditionally smoked sausages from Schulz Butchers and a relish or two from Jimmy's Barossa Valley Produce.

TOURISM DESTINATION

TASMANIA



TASMAN PENINSULA

Tasman Peninsula, only a 1.5-hour drive from Hobart, is popular with visitors. This picturesque destination has stunning beaches that are nearly empty of people, towering sea cliffs.



CRUISE THE GORDON RIVER

Traverse through dense rainforest as you stroll the calm waters of the Gordon River in the Tasmania Wilderness World Heritage Area. Depart from the town of Strahan and travel across Macquarie Harbor to the Gordon River



BRUNY ISLAND

Bruny Island, located off the coast of Hobart, is actually two islands joined by a narrow isthmus known as The Neck. Popular as a weekend destination for beach goers and foodies, it is also home to a rugged

WESTERN AUSTRALIA



CITY-WIDE

Perth is full of well-known and worthy attractions. It's easy to find Perth street art in abundance such as the stunning Fremantle murals. There's also street art in the bustling Leederville neighborhood that is always changing



NINGALOO REEF

Ningaloo Reef is a sparkling gem in Western Australia's crown. Right on the coast, the reef is UNESCO World Heritage-listed, and offers a slew of outdoor adventures. Ningaloo's most notable visitors are the whale sharks.

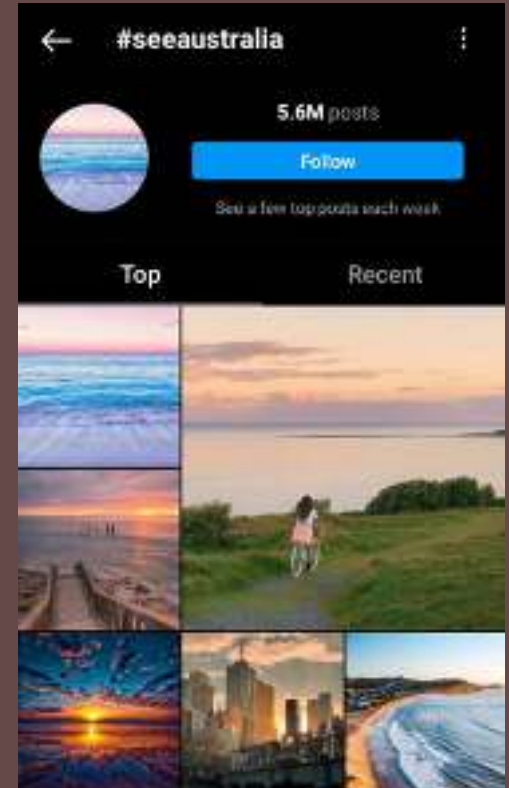


KIMBERLEY

In the Kimberley region you'll find lush wildlife, majestic canyons, freshwater swimming holes and several outback stations, as well as one of Australia's largest 4WD road trips.

SOCIAL MEDIA

THE INFLUENCES ON AUSTRALIA'S TOURISM



"SOCIAL MEDIA HAS MADE A HUGE IMPACT ON THE TOURISM INDUSTRY. CONSUMERS ENGAGE WITH SOCIAL NETWORKING SITES TO RESEARCH TRIPS, MAKE INFORMED DECISIONS ABOUT THEIR TRAVELS AND SHARE THEIR PERSONAL EXPERIENCES OF A PARTICULAR HOTEL, RESTAURANT OR AIRLINE." (WWW.HOSPITALITYNET.ORG)

As mentioned above, social media really made a huge impact to the tourism sector one of them in Australia.

The Australian government specifically makes social media that is used to promote their tourism products. Such as websites, Instagram, Twitter and YouTube. They display a collection of tourist destinations in Australia, as a reference and increase attraction

People who saw it became interested and wanted to come to Australia. Especially in this sophisticated era, with the existence of social media it is easier for people to find all information quickly and efficiently. Like looking for information about tourism in Australia.

Visitors can also take advantage of the hashtag feature on Instagram and Twitter to share their moments. Uploads and reviews about tourism in Australia are also increasing, and make other people interested. In addition, on the website there are also many choices of dancing wizard destinations visited in every state in Australia. The website is also added with a choice of tour packages, which can make it easier for visitors to choose their tourist destinations.

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