

Dear Committee

Entrepreneurship development provides a highly effective strategy to ensure employment in regional and remote areas in the tourism sector. Entrepreneurs that have been professionally developed and have benchmarks to measure their business performance in the tourism sector will generate increased employment opportunities for their local communities. Too often the tourism sector is seen as a place of transitional profits, life style businesses, low skilled work and the basic wage. Added to this is the increased global competition for tourism destinations that provide regional and remote experiences in New Zealand, Ireland, North America and parts of Europe.

To overcome these issues for the tourism sector a call for the establishment of a National Centre of Entrepreneurial Tourism (NCET) that will act as a national clearing house for best practice, benchmarks on business performance and professional development of business owners in this sector. For instance the Centre would provide specialist advice to the tourism value chain of eco tourism, restaurants, bed and breakfasts, hotels and motels, tourism advice centres, travel agents based across regional and remote Australia.

Establishing NCET will ensure world best practice for Australian entrepreneurial operators who are under increasing pressure in the global market of tourism. NCET would be established as E-Learning Centre where participants across Australia would be able to have virtual interaction with the Centre based on individual and small group issues in their business and industry. Technical reports on business performance and management issues would be compiled and distributed by NCET.

NCET would work with existing national and state associations in the tourism sector to ensure coordination of activities but also the highest possible standards are provided.

Yours sincerely,

Michael J. Christie