



widcorp

water in drylands
collaborative research program

Tourism Futures in the Wimmera Mallee La Vergne Lehmann



Overview

- Why do this research?
- What does the literature say?
- Where are the gaps?
- The road ahead.....



Why do this research?

- Self interest
- Mapping the use of water in and by the tourism industry
- Sustainable water use
- Understanding the nature of water
- Valuing water appropriately
- **Create a sustainable water management model in dry land regions**



What does the literature say?

- High impact areas
- Well defined water usage
- Sustainable water usage
- Limited research in Australia

Consumptive and non-consumptive water

Non-consumptive water use

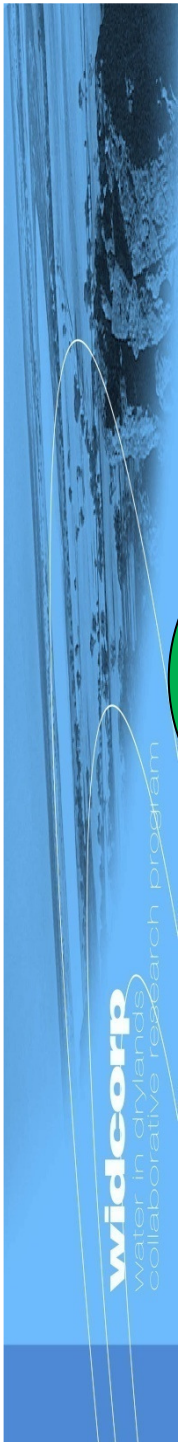
Water sports
Wildlife tourism
Skiing
Health spa

Freshwater available

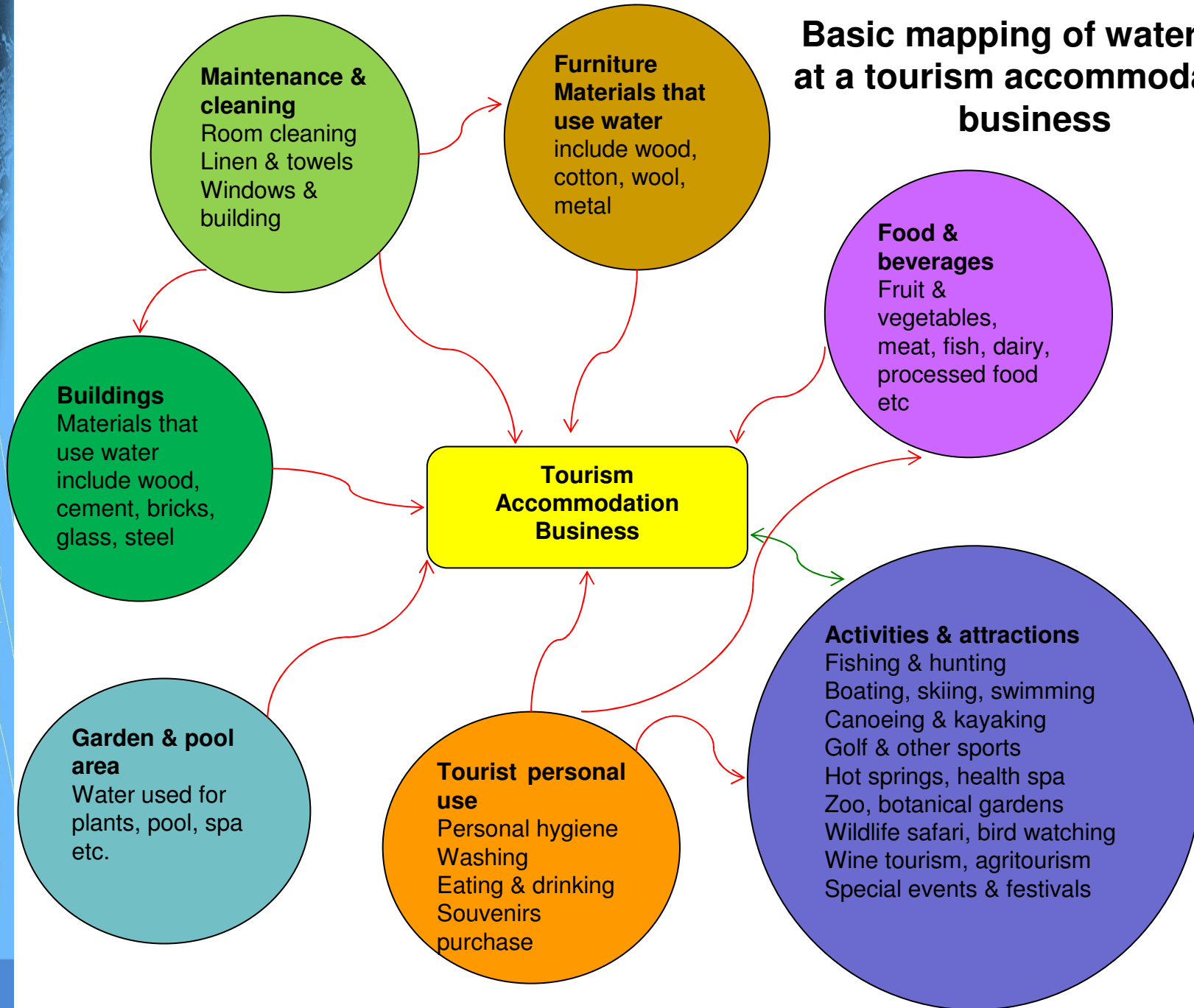
Lake or river
Groundwater
Stored water
Springs

Consumptive water use

Golf
Agritourism
Washing/cleaning
Meals and drinks



Basic mapping of water use at a tourism accommodation business



Where are the gaps?

- Water is rarely considered in isolation or is lower priority.
- Lack of understanding about the complex role that water plays in tourism.
- Little understanding about the way that water shapes a community's approach to tourism.
- Research has been undertaken for high volume/value tourism regions but little has been done for lower volume/value tourism areas/businesses.

The Road ahead...

Aim: Development of an effective model for the management of water in a tourism context.

Objectives:

- Mapping the uses of water in tourism
- Valuing water uses to community, business and consumer
- Develop a model for sustainable water use in tourism in dry land areas.