**Transcript**

***Professor Geoffrey Crouch – Tourism policy and marketing***

My research focus is on tourism marketing and management issues. I’m a professor of tourism policy and marketing and so I focus my research around two things. One is looking at tourism psychology and consumer decision making and the other is really around destination management and competitiveness.

What I’m trying to do is to look at providing information that helps both tourism marketers as well as government policy makers. So it’s really improving the overall performance of the Australian tourism industry and for that matter the industry internationally as well.

Well, of course tourism is an important economic sector. So, most importantly it is a major earner of foreign exchange for Australia when international tourists come here but also it’s a very important domestic industry as well. So it has economic implications. It has cultural and sociological implications as well as environmental impacts as well. So, it’s a very important part of the Australian society and the economy.