

A tropical beach scene with people, a pier, and a boat under a cloudy sky. The foreground shows a sandy beach with people and beach gear. The middle ground features a shallow lagoon with people wading. In the background, a pier extends into the water with a boat docked. The sky is filled with white clouds. A large tree shadow is cast on the right side of the image.

Reef Tourism and Recreation

Group A

Flow of presentation

- Objectives
- Methodology
- Results obtained
- SWOT analysis
- Conclusion & Suggestions



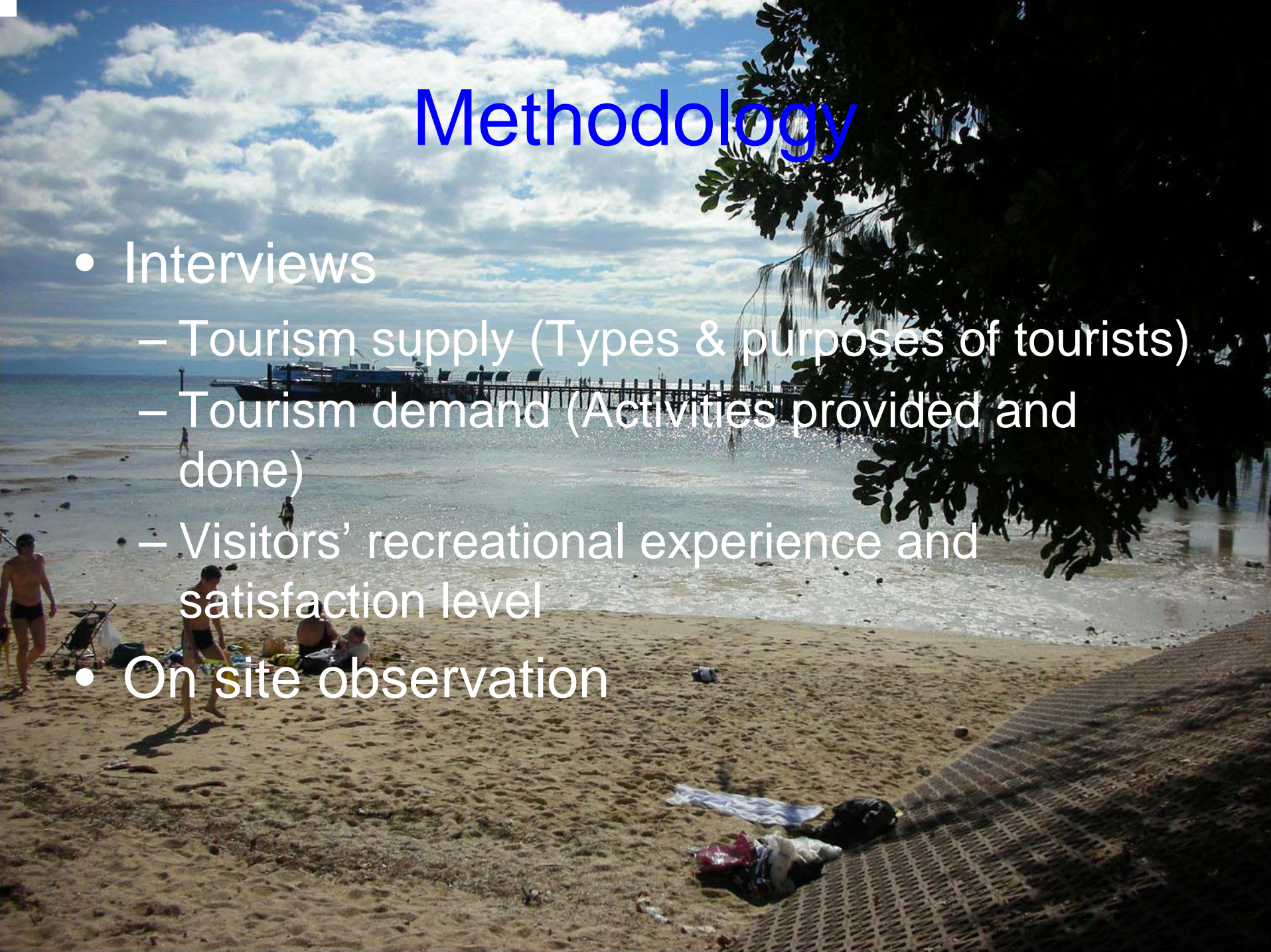
Objectives

- To learn the tourism and recreational development on Green Island through:
 - Knowing the characteristics and purposes of tourists
 - Tourists' experience and satisfaction level



Methodology

- Interviews
 - Tourism supply (Types & purposes of tourists)
 - Tourism demand (Activities provided and done)
 - Visitors' recreational experience and satisfaction level
- On site observation



Results obtained

- Total number of interviewees:
 - 22 Locals
 - 17 Non-locals
- Types of interviewees:
 - Tourists
 - Officials



Results obtained

- Age group
 - Teenagers
 - Elderly
- Satisfaction level
 - Most of the tourist are satisfied



Results obtained

- Services provided:
 - Hotel
 - Swimming pool (Courses for diving)
 - Parasailing
 - Helicopter
 - Submarine
 - Glass-bottomed boat
 - Shops
 - Restaurants
 - Spa
 - Board walk
 - Crocodile shows
 - Photo-taking
 - Beaches

SWOT Analysis



- Internal factors (Present)
 - Strengths
 - Weaknesses
- External factors (Future)
 - Opportunities
 - Threats

Strengths

- Promotion & Marketing (by shipping companies)
 - E.g. India, Taiwan, Japan, Russia, China, Italy
- Fine weather
- Ecological value (e.g. fishes, TRF)
- Board walk is attractive
- Helpful and friendly staff

Weaknesses

- Too little types of water sports available
- Not enough facilities
 - E.g. chairs
- Board walk is too short
- Most of the shops are commercial aimed
- Lack of characteristics of vessel
- No improvements in design
- Charges are high
- Rigid rules set by government

Opportunities

- Regional tourism
- Tailor-made services
- One-stop services
- Strict protection measurements
- Local tourism (cheaper to go)



Threats

- Many people tried diving and swimming in other places (Not unique)
 - E.g. Thailand and Red Sea (cheaper and similar scenery)
- Corals are not as attractive as expected
- Green Island is not attractive enough
 - difficult to attract the overseas visitors to re-visit and stay over night

Threats

- Erosion of Green Island
- Pollution from Atherton Tableland
- Devaluing of ecological value
 - Destroying of trees
 - Feeding of birds

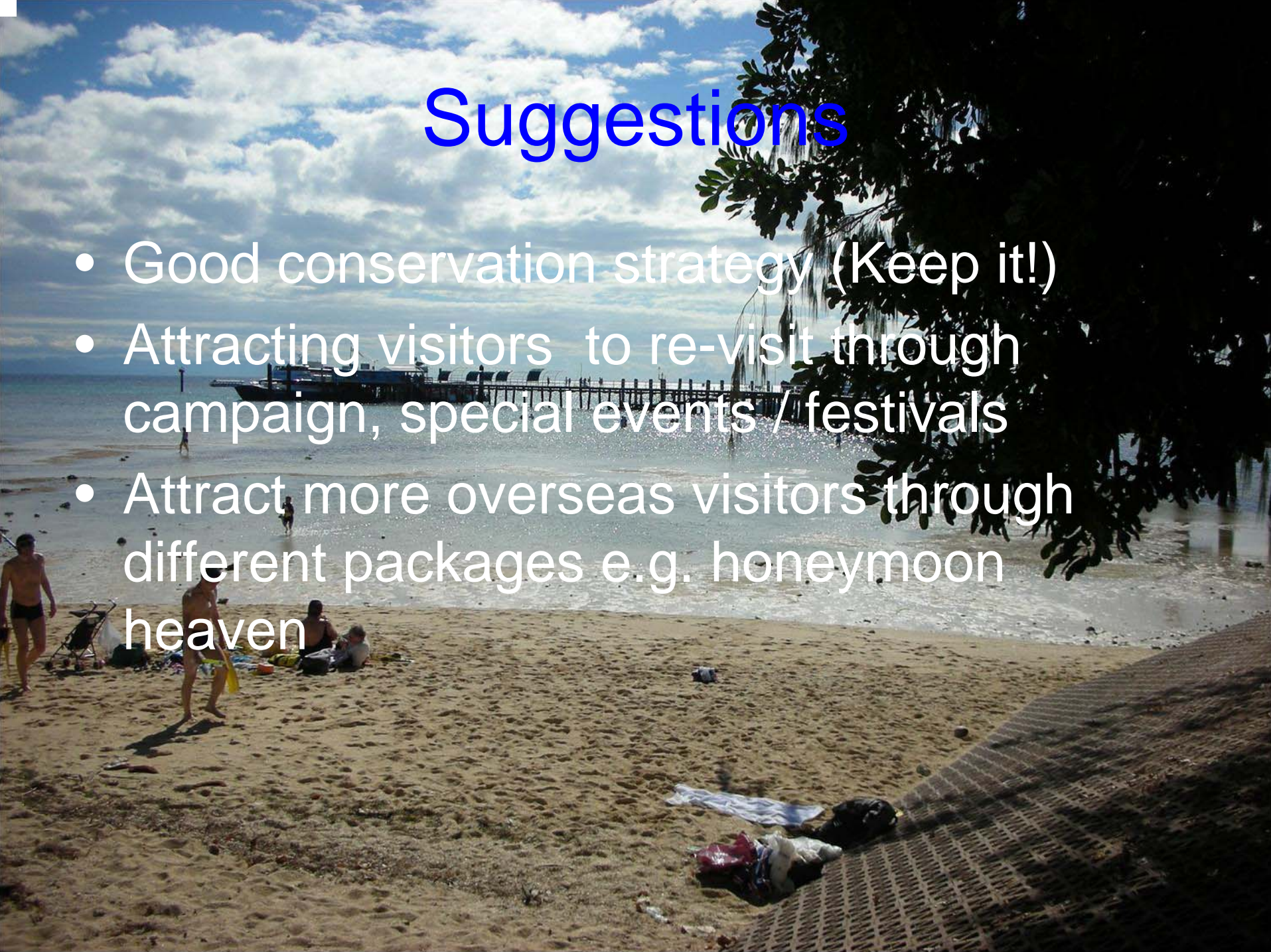


Conclusion

- Most of the tourists are satisfied
- However, they are reluctant for re-visiting
- Some of them claimed they will not visit it again
- Causes:
 - Green Island is too small
 - Too expensive

Suggestions

- Good conservation strategy (Keep it!)
- Attracting visitors to re-visit through campaign, special events / festivals
- Attract more overseas visitors through different packages e.g. honeymoon heaven



A photograph of a beach scene under a blue sky with scattered white clouds. In the foreground, a sandy beach is visible with several people. On the left, a man in dark swim trunks is walking. In the center, a group of people is sitting on the sand. On the right, a large, dark tree with dense foliage partially obscures the view. In the background, a long wooden pier extends into the ocean. The text "The End" is overlaid in the center in a large, bold, black font with a white outline.

The End