Victoria University PhD Scholarship Study into the Social, Environmental and Economic Impact of Hot Springs: AN INTERNATIONAL COLLABORATIVE RESEARCH OPPORTUNITY

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Research Funding and Partnerships Officer
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Who am I/are we?

Why are we here?
Peninsula Hot Springs

Kangaroo bathing in Boodjidup Creek in Margaret Rive, 2017
Top 2% World University < 100 years
Rank #53 Universities < 50 years
(Times HE 2018/19)

Vision: Committed to undertaking high impact research that shapes healthier, smarter and more sustainable communities
SCHOOL FOR THE VISITOR ECONOMY: LAUNCHED 2019

PhD (Doctor of Philosophy)
PhD (Integrated)
Master of Tourism and Destination Management
Graduate Certificate in Tourism and Destination Management
Bachelor of Business (Event Management) & (Tourism & Hospitality Management)
Associate Degree in Hospitality Management
Diploma of Event Management
Diploma of Hospitality Management
Diploma of Travel and Tourism Management
Certificate III - IV in Travel & Tourism
Certificate II –III in Hospitality
Certificate III – IV in Commercial Cookery

TOP 50
in the world

Hospitality & Tourism Management ranked top 50 in the 2019 ARWU Global Ranking of Academic Subjects
Victoria University is proud to launch the School for the Visitor Economy. This new cross-university school will provide the hospitality and tourism industries with an increased volume of qualified professionals to support rapid growth across the sector. Led by an industry-sponsored professor, the school will deliver industry-based programs across all qualification levels, from pre-vocational certificates through to PhDs.

Building on a solid history

Victoria University has a long history of producing highly-qualified graduates in tourism and destination management. In addition, Victoria University Polytechnic operates an award-winning 150-seat training restaurant where hospitality students practise their skills in a live environment. Key industry partnerships and work-integrated-learning (WIL) opportunities, ensure job placements for VU graduates are high.
Why I’m here?

• Seek candidates for the VU Phd Scholarship:

  • “The Australian hot springs and spa industry and its role in regional development”

• Look for collaboration:

  • global hot springs & wellbeing longitudinal research –

  • working along side other countries hot springs industries to encourage concurrent studies conducted in cooperation with their academic institutions.
Hot springs in Australia: snapshot

- Wellness tourism is seen as an excellent driver for regional areas. From 2012-2017: 7.1% growth in visitation per annum; 39% of all wellness tourists are domestic day-trippers (Source: Tourism Australia & Colliers Research, 2019)

- Hot springs exist in every Australian state.

- However, still at early stages of development.
Hot springs in Victoria: new developments

- Forecast to grow substantially over the next ten years with proposed new developments across Victoria and other states.
- However, limited empirical studies in Australia.
Proposed PhD Project

• To investigate the wider **social, cultural and environmental impacts** of the industry and the extent to which the growth aligns with **regional development goals** of building stronger, resilient communities and sustainable employment.

• To examine the how hot springs and spa centers **have or have not contributed to enhanced community wellbeing and quality of life** by the stimulation of local economies, improved local livelihoods, enhanced cultural diversity, environmental enhancement and improved services.
Purpose of the study

- **Trace the development** of the hot springs and spa industry in Australia;
- Identify **measures of regional well-being** relevant to the existence and operations of hot springs and wellness facilities such as those relating to employment, income, environment, health and services;
- Applying these measures, identify the **contribution of hot springs and spa developments** to the wellbeing of local and regional communities;
- Explore the **relationship between hot springs and spas to community wellbeing**;
- Identify **opportunities for future development** to enhance regional development objectives.
Purpose of the study

- Development
- Wellbeing
- Measurement
- Relationship
- Sustainability

- Focus: Australia context & quantifiable indicators
Project Sponsor

- **Western Australia**: Tawarri Hot Springs
- **Northern Territory**: Katherine Hot Springs and Talaroo Hot Springs
- **Queensland**: Cunnamulla Hot Springs
- **NSW**: Moree Artesian Spa
- **South Australia**: Dalhousie Springs
- **Victoria**: Peninsula Hot Springs, Deep Blue Hotel and Hot Spring; Phillip Island Hot Springs & Metung Hot Springs.
- **Tasmania**: Hastings Cave and Thermal Springs
Project Vision

- 3 years ($28,200 per annum) + Australia
- 20-30 years longitudinal study + Multiple countries
- Global Hot Springs Research Collaboration

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Image from The Great Victorian Bathing Trail, 2018
Thank you.

Reference:


International collaboration

(PHoto of Quokka, source: Internet)
TALK

Dr Roland Lymann, Lecture and Project Manager on wellbeing tourism and destination management

Institute of Tourism of the Lucerne University of Applied Science

Switzerland