

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

Li (Helly) He

li.he@vu.edu.au | +61 430 017 018

Research Funding and Partnerships Officer

Research Services, Victoria University



Who am I/are we?

Why are we here?



Nara, 2017



Hakone, 2017

AUSTRALIA



Peninsula Hot Springs



Kangaroo bathing in Boodjidup
Creek in Margaret Rive, 2017

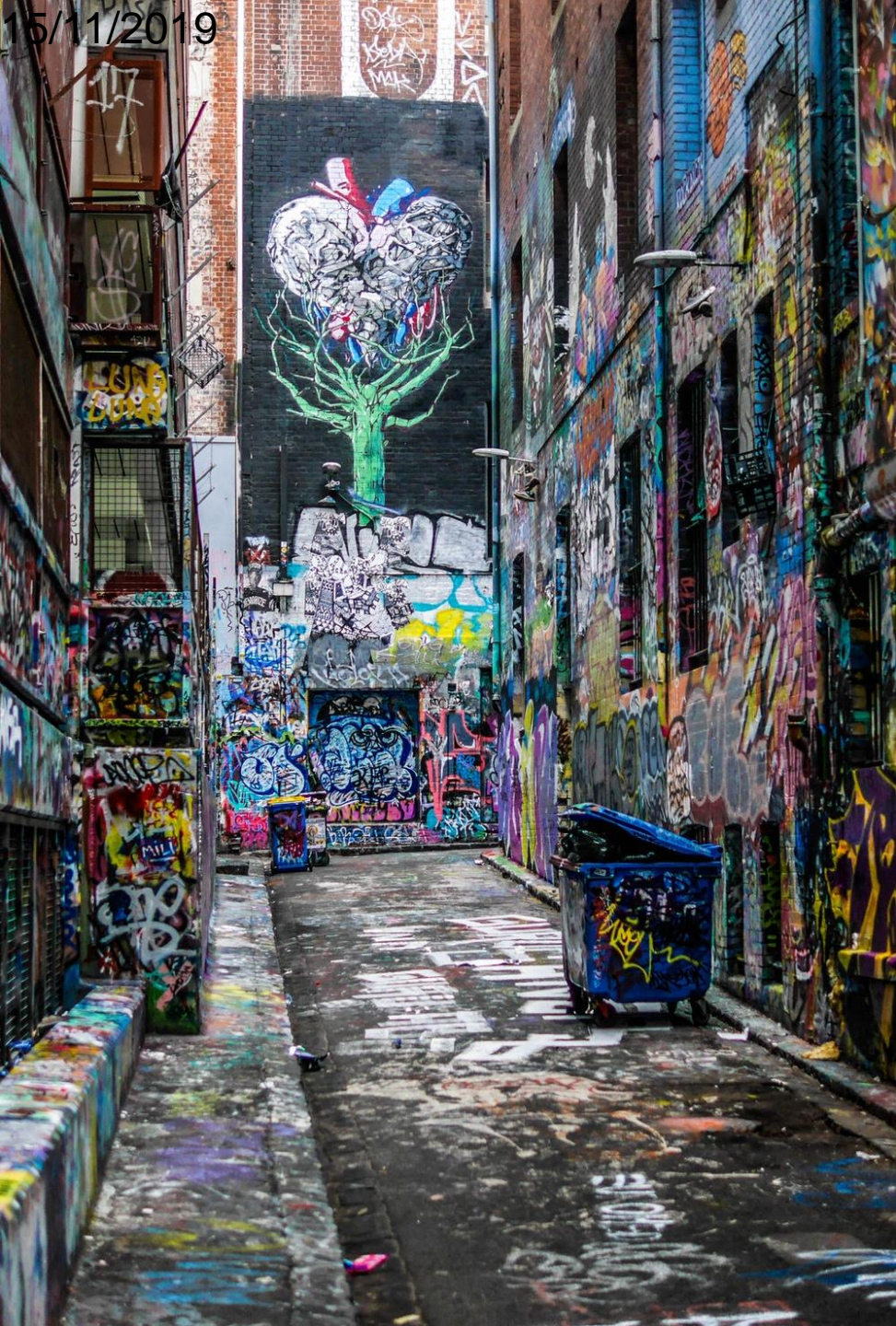
**Top 2% World University < 100 years
Rank #53 Universities < 50 years
(Times HE 2018/19)**

**Vision: Committed to undertaking
high impact research that shapes
healthier, smarter and more
sustainable communities**



**VICTORIA
UNIVERSITY**
MELBOURNE AUSTRALIA

15/11/2019



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

[VU Home](#) > [About VU](#) > [Our teaching colleges & schools](#) >

School for the Visitor Economy

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.



Dr Joanne Pyke, Director

*PhD (School of Applied Economics) VicMelb
MA by research (Management) VicMelb
BA (Leisure Studies) RMIT University*



Wayne Kayler-Thomson

*Chair, School for the Visitor Economy
Industry Advisory Board*



Grant Dreher

*Vice-President, Vocational Education
Victoria University*



Professor Brian King

*Adjunct Professor
Victoria University*



Professor Terry DeLacy

*Professorial Fellow, VU Business School
Victoria University*

Why I'm here?

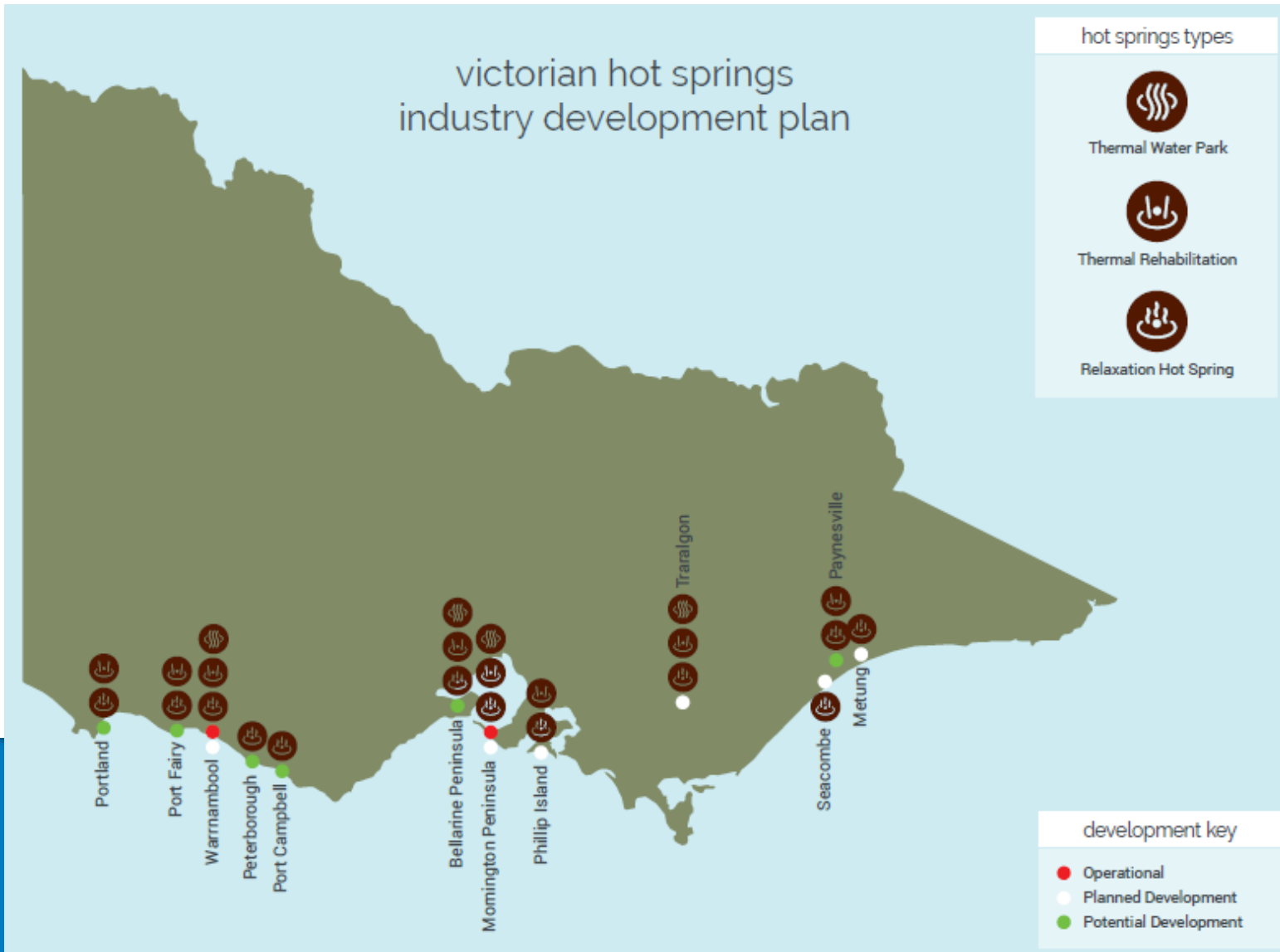
- **Seek candidates for the VU Phd Scholarship:**
- ***“The Australian hot springs and spa industry and its role in regional development”***
- **Look for collaboration:**
- **global hot springs & wellbeing longitudinal research –**
- working along side other countries hot springs industries to encourage 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.

Existing Hot Springs



Peninsula Hot Springs, Mornington Peninsula



Deep Blue Hot Springs, Warrnambool

Emerging Hot Springs



12 Apostles Hot Springs, Great Ocean Road



Saltwater Springs, Phillip Island



Metung Hot Springs, Gippsland Lakes



Gippsland Regional Aquatic Centre, Traralgon



Nunduk Spa Retreat, Lake Wellington

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



TAWARRI HOT SPRINGS

The Tawarri Hot Springs project is located on the banks of the Swan River in the south-west Perth suburb of Caversham. The project is to regenerate the landscape with a high quality spa facility and a demand free spring. Our design is largely overlooked as it is not in the public domain, making it most obvious only to those who visit the site for work and play.



- **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

Image from Google Images

Project Vision

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

- **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

Image from The Great Victorian Bathing Trail, 2018

International collaboration



(Photo of Quokka, source: Internet)

THANK YOU.

Reference:

Monitor, G. W. E. (2018). "The Global Wellness Tourism Economy, 2015 - 2017, October 2018, https://globalwellnessinstitute.org/wp-content/uploads/2019/04/Global-Wellness-Economy-Monitor2018_v8FINAL_ExecutiveSummary_web.pdf."

Global Wellness Institute (2018) 'Global Wellness Tourism Economy' Accessed on August 8 2019 at globalwellnessinstitute.org/industry-research/2018-globalwellness-economy-monitor

Helliwell, J. Layard, R. Sachs, J. (2018) 'World Happiness Report' Accessed on August 8 2019 at s3.amazonaws.com/happiness-report/2018/WHR_web.pdf

Tourism Australia & Colliers Research (2019) 'Wellness Tourism' in 'Tourism Investment in Regional Australia' Accessed on August 8 2019 at tourisminvestment.com.au/en/investment-opportunities/Regional-Australia.html

United Nations (2019) 'Sustainable Development Goals' Accessed on August 8 2019 at sustainabledevelopment.un.org/?menu=1300

World Population Review (2019) 'Suicide Rate by Country 2019' Accessed on August 8 2019 at worldpopulationreview.com/countries/suicide-rate-by-country

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