

Study Tour & Edutourism Workshop

Tourism and Events Queensland & Study Queensland



Queensland
AUSTRALIA

Ministerial Champion for International Education + Minister for Tourism Industry Development

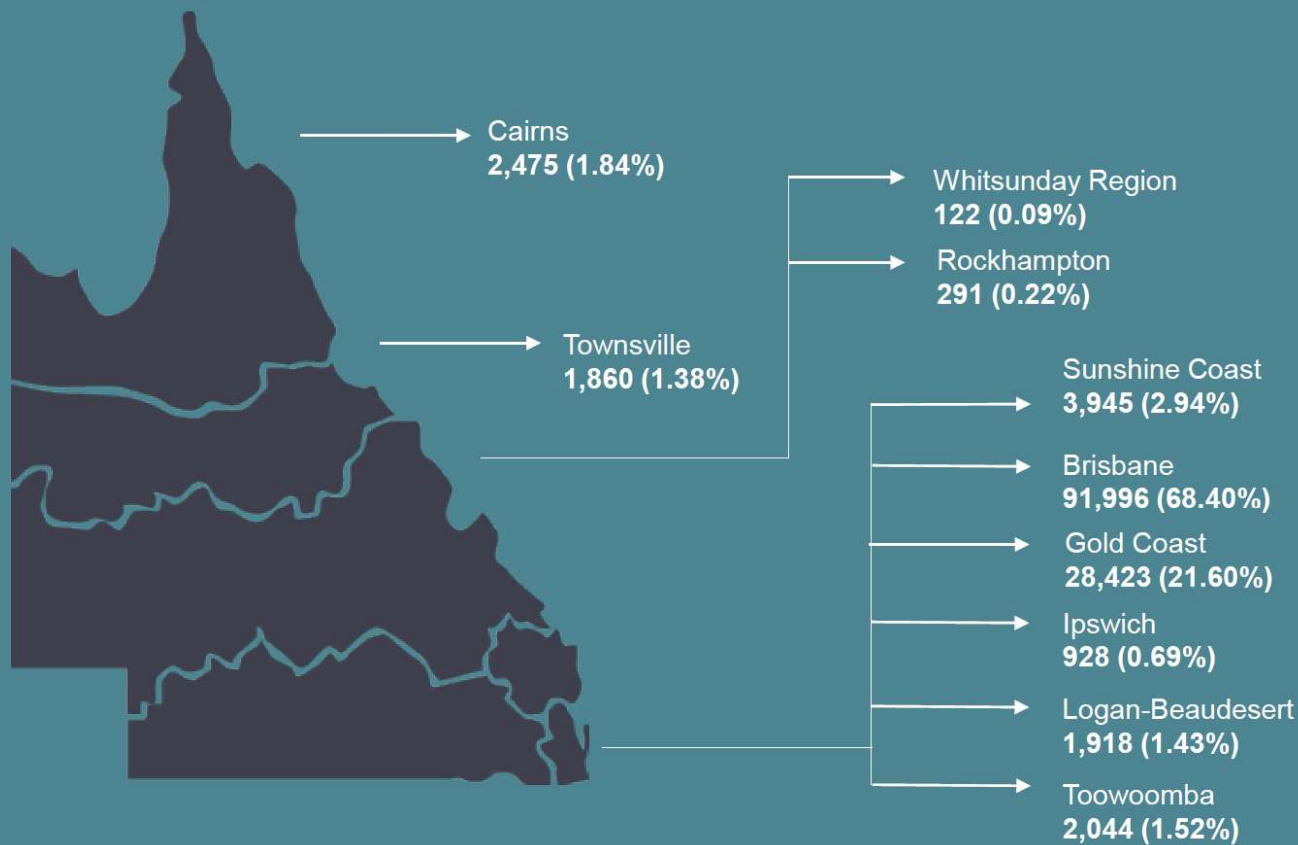


STUDY QUEENSLAND

START HERE. GO ANYWHERE.

International Education and Training

In Queensland



135,156 international student enrolments from over **160 countries** in 2018.

2 cities ranked in the **top 100** of QS Best Student Cities rankings 2019*

Over **300** registered institutions with **10 universities**



China
31,014 (11.97%)



India
13,762 (4.68%)



Brazil
12,480 (14.32%)



South Korea
7,272 (1.37%)



Colombia
6,286 (11.56%)



Agenda

- Welcome & introductions
- Study tours, professional development & edutourism
- Market context
- Key success factors
- A consortium approach
- Academic integrity
- Developing an itinerary
- Marketing & other considerations
- Close & networking

Study Tours Defined

- Short term programs from half a day to five weeks
- Combination of education, cultural exchange and tourism and/or edutourism activities
- Inclusive of domestic educational field trips/excursions, summer camps, Study Abroad programs and life long learning schemes
- Unique opportunities for learning and development that are not available within the home institution
- May or may not produce a formal study outcome/qualification

Elements of Study Tours

May include:

- Classes at English language schools
- Local school visits
- Visits to vocational colleges/universities
- Leisure focused tourism products including the reef, rainforest & Australian wildlife
- Interactive experiences outside of the classroom
- Homestays or farmstays for accommodation
- Behind the scenes tours of organisations such as hotels, hospitals and councils
- Edutourism products
- Attendance at events for cultural experiences or special interests

Professional development groups

- Focus on professional and personal growth
- Short-term tours that provide executive, business and professional programs to showcase Australian/ Queensland innovations and success stories
- Typically 1-2 weeks in length
- May combine executive education topics, business leader forums, field studies, site visits and leisure time that may involve tourism product
- Can be instrumental in increasing knowledge sharing, enhancing cross-cultural awareness, fostering business and research opportunities, and encouraging return travel for business or leisure.

Edutourism Defined

- Tourism experiences designed or adapted to meet teaching, learning & experience requirements
- Hands-on learning within a tourism context, with potential for outcomes for local research or community programs
- Delivered as stand alone products within a study tour itinerary OR
- Packaged to offer authentic, immersive education programs of approximately 1-2 weeks in length
- May or may not produce a formal study outcome/qualification

Market Trends & Opportunities

A woman wearing a colorful floral dress is crouching on a sandy beach, looking down at a small brown dog that is sitting on the sand. The background shows a calm ocean with waves and a hazy coastline under a bright sky. The scene is bathed in soft, golden light, suggesting late afternoon or early morning.

English language immersion/academic focus

Younger students & accompanying parents

Life long learning

Personal development

Youth leadership programs

Domestic school groups

Key Success Factors

1. Trading on your strengths

- Program or product can't be copied or fulfilled in the student's home country
- Exclusiveness provides an academic edge
- Can position your product/program as a quality, unique offering
- Less likely to have your rates undercut
- Raises reputation & attractiveness of destination for education

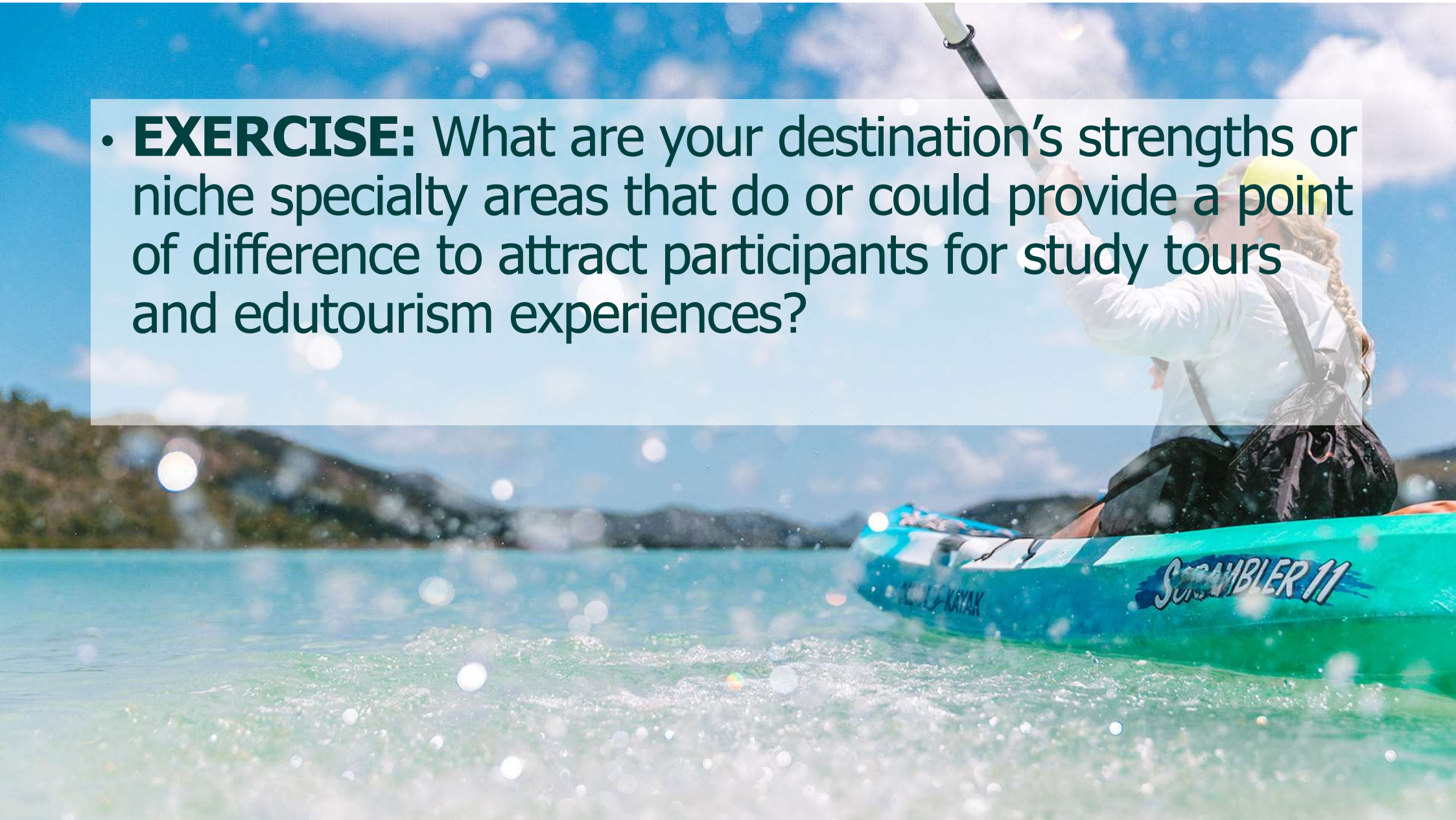


Trinity Bay High School, Cairns

The tourism operators have developed experiences distinct from their leisure tourism offerings

- Leverages iconic tourism attractions to attract international students
- Success with Orpheus Island
- Our Classroom in the Rainforest program
- Collaboration with JCU, a consortium of high schools & and tourism operators
- Students have hands-on rainforest research time at JCU's Daintree Rainforest Observatory
- Students undertake scientific experiences in tourism context – Jungle Surfing & Eye on the Reef citizen science reef survey

- **EXERCISE:** What are your destination's strengths or niche specialty areas that do or could provide a point of difference to attract participants for study tours and edutourism experiences?



Key Success Factors

2. Customising to your market's needs

- Get clear on the outcomes the students, parents, school organisation is seeking
- Tailor the content based on student/parent/academic institution needs



Key Success Factors

2. Customising to your market's needs

Other considerations...

- Use the right language/terminology
- Understand curriculum requirements
- Understand pricing expectations
- Don't offer a low price deal



Tangalooma Resort – Global Link



Higher Ground



A person wearing a wide-brimmed hat is sitting in a red hammock strung between two palm trees on a sandy beach. The background features a calm blue sea, distant hills, and more palm trees under a bright sky. A semi-transparent white box with a dark border is overlaid on the upper half of the image, containing text.

• **Exercise:** What insights from these examples did you find helpful or inspiring?

Key Success Factors

3. Collaborative approach

- Tourism operators reaching out to education institutions
- Education institutions connecting with other education providers
- Sharing resources and information, managing logistics and increasing capacity
- Enhance the experience for students, create a point of difference & a seamless experience
- Study Clusters are important facilitators



Consortium model

Bring together quality parties from tourism & education

Governance structure and funding

Work together to develop specialised programs

Draw on expertise & infrastructure of members

Defined academic point of difference

No separation of tourism and education



Academic integrity

- Must meet your market's educational requirements
- Work with education institutions/specialists to identify and develop required program content
- Education messages flowing through the entire program



Marine Biologist for a Day, Sunlover Cruises

- Sunlover Education delivers programs for students
- Adapt and customise GBR experiences to achieve required learning outcomes for students/their schools
- Links directly to the current Australian curriculum across all year levels
- Provides a unique GBR experience for students and teachers
- Students presented with a certificate of participation

Itinerary development

Factors to consider....

- Delivers outcomes students/tour group are seeking
- Language skills – tour has to provide opportunities to build skills OR English language is a given and the focus is on education outcomes
- Activities have academic rigour as appropriate
- School groups value a certificate of achievement

- 
- **Exercise:** Create a 3 day itinerary for a student group for the Greater Whitsundays region



Itinerary
development

International
English
speaking
tertiary
students

Alumni travel

Professional
development
groups

International
non-English
language high
school
students

Domestic high
school groups

Report back on learning outcomes and tour highlights

Marketing

Classic study tour distribution channel



Marketing

Key take outs from best practice operators –

- Make relationship building a priority of marketing activity
- Identify potential partners amongst local tourism and education providers
- Go to market as a holistic destination
- See Toolkit for lists of marketing tactics operators and institutions are using

Other considerations

Time of year



December–late January domestic summer camps	AUSTRALIA
January (from 1st for 1 month)	KOREA
Late Jan–early Feb (10 day period prior to Chinese New Year or 10 days after Chinese New Year) for winter vacation camps	CHINA
February–March spring camp	JAPAN
April domestic camps	AUSTRALIA
End June–mid August summer camps	CHINA
July–August summer camps	USA, JAPAN
September–October domestic camps	AUSTRALIA
November–early December school travel period	JAPAN

Indigenous cultural components



Summary

An aerial photograph of a tropical coastline. In the foreground, there's a wide, sandy beach curving along the shore. The water is a vibrant turquoise color, transitioning to a deeper blue further out. A large, forested hillside dominates the right side of the frame, with a few buildings and a road visible near the base. In the distance, several islands are scattered across the horizon under a clear sky.

- Defined Study tours, Professional groups and Edutourism
- Explored 3 key success factors – Trading on your strengths, Customising to your market needs, Collaborative approach
- Identified what taking a consortium approach would involve
- Developed some sample itineraries for region
- Noted ways to ensure academic integrity
- Looked at marketing methods and other considerations
- Any questions?
- Feedback – online survey

Thank You

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