

# Research Directions

## Office of Research Services

### **MANAGING TOURISM MECCA**

**Associate Professor Robyn Bushell from the School of Social Sciences is leading a team of environmental management researchers, to study the impacts of tourism on the local environment and businesses in Manly. The project is funded by the NSW Environmental Trust.**

In collaboration with Manly Council, the project aims to impart environmentally and socially responsible management skills to local small businesses.

Manly's popularity as a tourist destination results in many negative effects on the local environment. 'This research aims to design an environmental education strategy for small business and will eventually involve all tourism businesses within the area' said Professor Bushell.

The goal of the educational strategy will be to motivate businesses to conduct environmentally sound practices that do not lead to degradation of the environment. It is hoped that this will also alleviate local residents concerns about the amount of tourism businesses in Manly.

'The research team will draw on existing research to demonstrate to business operators how good environmental management will contribute to the long term viability of their 'businesses', Professor Bushell explained. 'Workshops to guide the educational process will be conducted for local tourism operators. The workshops will increase the capacity of tourism businesses in Manly to create and manage their own Environmental Management System'.

Manly Council staff will be trained to run the ongoing program and the University of Western Sydney will provide ongoing support for the continuation of the strategy.

Project title: *Environmental Management of Tourism Businesses in Manly*

Funding has been set at \$41,264.00

Research team also includes: Mr Bruce Simmons and Dr Jenny Scott



*L to R: Mr Bruce Simmons,  
Dr Jenny Scott and A/Prof  
Robyn Bushell*

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#### Web Sites of Interest

<http://manly.nsw.gov.au>

<http://www.uws.edu.au/sea/>