

# Case study n° 1 : Tourism in Australia - Sydney

## Source 1 : Things to do in Sydney

<https://www.getyourguide.com>

### Top activities



**ENTRY TICKET**

Taronga Zoo Sydney Tickets

- ✳ Skip the ticket line
- 🕒 Valid: 1 day



**WATER ACTIVITY**

Sydney Harbour Dinner Cruise with 3 or 6-Course Menu

- 🕒 Duration: 2 hours



**ENTRY TICKET**

SEA LIFE Sydney Aquarium

- ✳ Skip the ticket line
- 🕒 Valid: 1 day



**GUIDED TOUR**

The Sydney Opera House Tour

- 🕒 Duration: 1 hour

## Source 2 : Australia map

<http://www.world-guides.com>



## Source 3 : Tourism in Sydney

<https://camperchamp.com.au/statistics/australia>



## Source 4 : Sydney City map

<https://www.theinformedtourist.com/brochures>



## Source 5 : Historical pubs

<https://www.sydney.com/>

“Sydney has a strong pub culture, dating back to the early days of the colony, and enjoying a cold beer on a hot day is part of the Australian psyche. You can have a schooner in a convict-built pub, pull up a chair at a stylish inner-city drinking spot or sit back with the locals in a sprawling beer garden to take in the view and listen to live music. Some of the oldest pubs in Australia are located in *The Rocks*. These convict-built sandstone locations have been serving thirsty customers for more than 150 years.”



## Case study n°2 : Tourism in Australia - Melbourne

### Source 1 : The Great Ocean Road

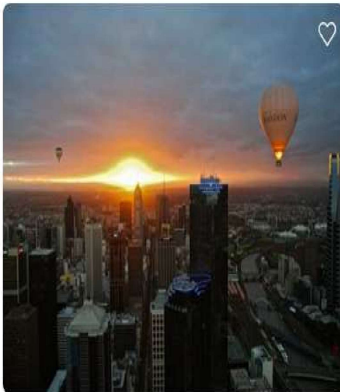
<http://www.wikipedia.org>



“The Great Ocean Road is an important tourist attraction in the region. It travels 243 kilometres and traverses rainforests, as well as beaches and cliffs composed of limestone and sandstone, such as “the Twelve Apostles” or “The Grotto”. Since 2004, the “Great Ocean Walk” opened, connecting 104 km of walking trails that follow the coastline near the Great Ocean Road.”

### Source 2 : Activities to do in Melbourne City

<https://www.viator.com/Melbourne>



Melbourne Balloon Flights, The Peaceful Adventure

★★★★☆ 61

*This hot air balloon flight experience is made extra special by departing at dawn, giving travelers stunning views of Melbourne’s cityscape as the sun rises.*

🕒 4 hours

✓ Free Cancellation



Melbourne and Port Phillip Bay Helicopter Tour

★★★★☆ 11

*Get another perspective on Melbourne and Port Phillip Bay during a 25-minute scenic helicopter flight with an expert pilot. View the city skyline and surrounding areas.*

🕒 25 minutes

✓ Free Cancellation



Werribee Open Range Zoo General Admission Ticket

★★★★☆ 46

*Spot Aussie icons like kangaroos, koalas and emu, as well as exotic beasts like lions, gorillas on a thrilling family day trip. Hop on an open-window bus and get up close to them.*

🕒 3 hours

✓ Free Cancellation

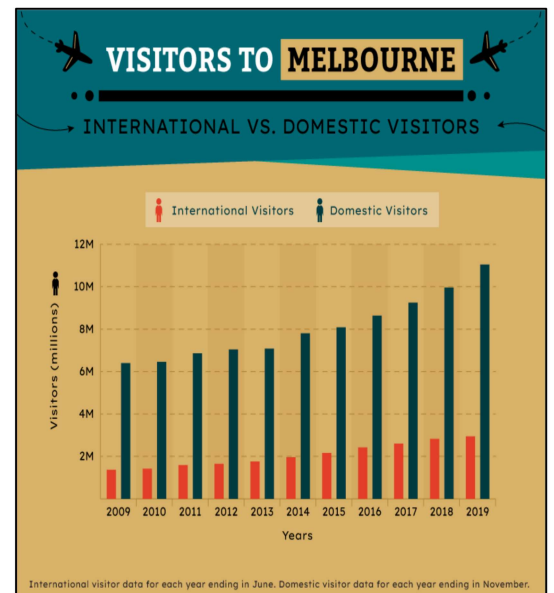
### Source 3 : Australia map

<http://www.world-guides.com>



### Source 4 : Tourism in Melbourne

<https://blogs.qut.edu.au>

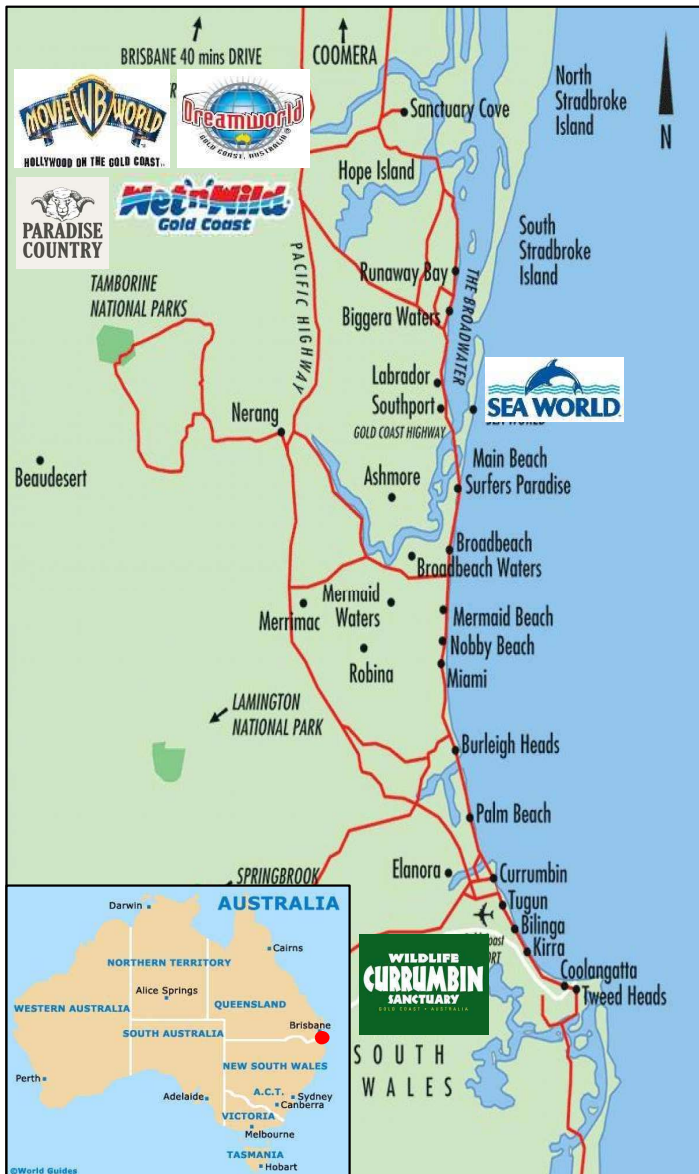




# Case study n°3 : Tourism in Australia - Gold Coast

**Source 1 : Gold Coast famous theme parks**

<https://fr.maps-brisbane.com>



**Source 2 : Surfers paradise, the main beach**

<https://www.discoverqueensland.com.au/>



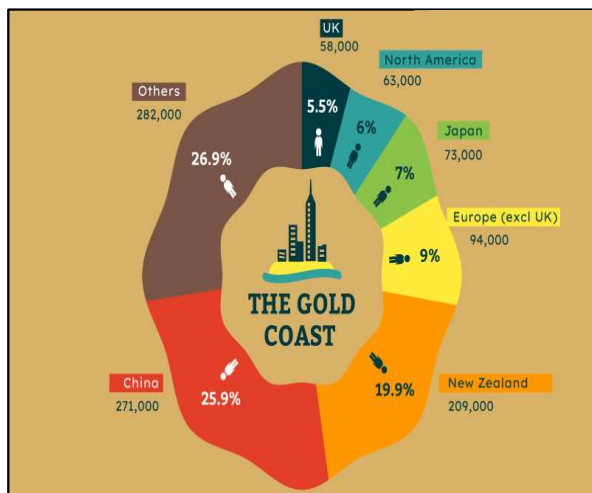
**Source 3 : Paradise Country, farm and fun**

<https://blogs.qut.edu.au>

“Paradise Country is an Aussie farm which can give you a taste of the life on a farm. If you adore animals, Paradise Country is strongly recommended because you can get very close to the animals there and even take a selfie with them ! [...] If you take public transport to there, you will have to walk a long gravel path after you alight from the bus. It is probably around 20 minutes to walk there. There are animals along the side of the road so you don't feel too boring along the way, especially if the weather is just comfortable. However I will advice you to think twice to walk there if you go there during summer.”

**Source 4 : Tourists origins in 2019**

<https://blogs.qut.edu.au>



**Source 5 : Tamborine, one step closer to the nature**

<https://visittamborinemountain.com.au/attractions>





## Case study n°4 : Tourism in Australia - Tasmania

### Source 1 : Tasmania map

<http://www.world-guides.com>



### Source 2 : The Sydney Hobart yacht race

<https://tasmania.com/events/rolex-sydney-hobart-yacht-race>



Once a year, Sydney's harbour is overtaken by yachts in every direction by the Sydney Hobart race. Considered one of the most difficult yacht races in the world, this is one of Australia's most beloved and anticipated events.

### Source 3 : Discover Tasmania by campervan

<https://www.cruisinmotorhomes.com.au>



### Source 3 : Tourism in 2019

<https://www.tourismtasmania.com.au/>

"A total of 1,324,100 million people visited Tasmania on scheduled air and sea services during the year ending March 2019, not including cruise ships.

These visitors spent a total of 10.62 million nights in Tasmania.

Visitors spent a total of \$2.49 billion on accommodation, attractions, tours, transport and other goods and services during this period."

### Source 5 : Outdoor activities

<https://tasmania.com/tours/guided-walks>



FRANKLIN RIVER RAFTING & FRENCHMAN'S CAP 11-DAY EXPEDITION



WUKALINA WALK



CYCLE, KAYAK & WALK TASMANIA



THE SOUTH COAST TRACK GUIDED TREK





# Case study n° 5 : Tourism in Australia - Alice Springs

## Source 1 : Uluru and Kata Tjuta

<https://generationvoyage.fr>



Every year, more than 250,000 people come from all over the world to experience the natural and cultural wonders of Ayers Rock (Uluru) and the Olgas (Kata Tjuta).

## Source 2 : Northern Territory map

<https://en.wikipedia.org/>



## Source 3 : Exotic activities

<https://www.viator.com/Alice-Springs>



Alice Springs Camel Tour

★★★★★ 220

2 hours 30 minutes  
Free Cancellation



Palm Valley 4WD Tour from Alice Springs

★★★★★ 35

10 hours  
Free Cancellation

## Source 4 : Satisfying feedbacks

<https://www.viator.com/tours/Alice-Springs>

“The desert park first thing in the morning is well worth a visit. The displays and talks are excellent especially the wild bird feeding. Despite arriving early we didn't have time to see everything before the bus arrived to take us back to town at noon. We visited all the main attractions and had a telegram sent to us at the Overland Telegraph Station. Sufficient time was given to wander about and take things in plus the Reptile Park was a great experience to see and learn about Australian snakes, lizards and crocodiles.”

