

# CITY IMAGE BRANCH WEEKLY UPDATE

19 August 2010

## Research on-line for tourism operators

A new sustainable tourism web portal, developed by the Sustainable Tourism Cooperative Research Centre (STCRC) in its last six months of operation, is now live. The portal can be accessed at [www.sustainabletourisonline.com](http://www.sustainabletourisonline.com) and is free to use.

The portal was developed to deliver research and tools to support improved practice by tourism industry operators and organisations beyond STCRC's wind-up on 30 June this year. It was designed to be an interactive tool to preserve and present STCRC research and tools and bring in other sources of information.

Sustainable Tourism Online provides access to leading tourism research and tools in three main areas: Destinations and Communities, Business Operations and Parks and Culture, in addition to broader sustainable tourism themes.

Users have the opportunity to submit reports and information for inclusion in the portal. A key feature of Sustainable Tourism Online is an Online Community which allows tourism professionals to participate in ongoing discussions relating to sustainable tourism issues and challenges.

*Source: Sustainable Tourism Online*

## Discover Dubbo Passbooks

More than \$4,500 has been raised through the sale of the Discover Dubbo Passbooks – and we are almost half way towards reaching our target of \$10,000 for the Children's Ward at Dubbo Base Hospital.

Help raise money for our hospital and pick up some local deals at over 50 businesses by purchasing a Discover Dubbo Passbook for \$5 from the City Information Centre, Orana Mutual, Macquarie Credit Union and Dubbo City Council. Time to shop, time to save, time to smile.

*This week's featured businesses:*

### Blowes' Trousers

Established in 1936, Blowes' is a name synonymous with menswear in Dubbo. For style, comfort and reliability Blowes' stocks brand names such as Akubra, Levis, Elwood, Polo Ralph Lauren, Wrangler and Thomas Cook. High quality products matched with traditional country service.

**Discover Dubbo special offer: 15% off purchases.\***

### Tile Power

Tile Power supplies premium quality tiles, porcelain, natural stone and accessories. Visit the Erskine Street showroom and check out the fantastic range of indoor and outdoor tiles.

**Discover Dubbo special offer: 10% off storewide.\***

\*terms and conditions apply.

**For more information contact Council's  
Manager Marketing and Communications Natasha Besseling on 6801 4000.**

*This column is also published each Friday in the Daily Liberal Newspaper*

