Culture and Heritage Tourism

a growing and evolving industry in Australia

Acknowledgments

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UNDERSTANDING THE ISSUES AND SUCCESS FACTORS

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Sustainable Tourism Cooperative Research Centre (STCRC) is established under the Australian Government’s Cooperative Research Centres Program. STCRC is Australia’s largest dedicated tourism research organisation, with over $187 million invested in tourism research programs, commercialisation and education since 1997. The aim of STCRC research is to underpin the development of a dynamic, internationally competitive and sustainable tourism industry. STCRC is a not-for-profit company owned by its industry, government and university partners.

STCRC falls under the Commonwealth CRC program, which aims to turn Australia’s research and innovations into successful new products, services and technologies, making our industries more efficient, productive and competitive. The program emphasises the importance of collaboration between business and researchers to maximise the benefits of research through an enhanced process of utilisation, commercialisation and technology transfer.

STCRC’s objectives are to enhance:

• the contribution of long-term scientific and technological research and innovation to Australia’s sustainable economic and social development
• the transfer of research outputs into outcomes of economic, environmental or social benefit to Australia
• the value of graduate researchers to Australia
• collaboration among researchers, between researchers and industry or other users; and
• efficiency in the use of intellectual and other research outcomes.
Culture and Heritage Tourism Research Snapshot

This document profiles key Sustainable Tourism Cooperative Research Centre (STCRC) research in the field of cultural and heritage tourism, an important and growing component of the Australian tourism landscape.

This publication has been developed with both industry and custodians of cultural and heritage assets in mind. It brings together summaries, statistics, key findings and recommendations in an easily accessible resource.

The Research
The following six research reports are profiled in this Snapshot. To access the full technical reports relating to this research, please refer to www.crctourism.com.au/bookshop.

- Economic Value of Australian National Cultural Institutions in the ACT (2005), Andy S. Choi, Brent Ritchie and Franco Papandrea
- Towards a Cultural Heritage Tourism Research Strategy: developing synergies in Australian research (2006), Celmara Pocock
- Cultural Landscapes of Tourism in New South Wales and Victoria (2007), Jock Collins, Simon Darcy, Kimly Jordan, Ruth Skilbeck, Simone Grabowski (UTS), Vicki Peel, David Dunstan, Gary Lacey (Monash) and Tracey Firth (UNSW)
- Success Factors in Cultural Heritage Tourism Management (2007), Jack Carlsen, Michael Hughes, Warwick Frost, Celmara Pocock and Vicki Peel
- The End Crowns the Labour: Interpretation at Brickendon Estate, Tasmania (2007), Marion Stell and Celmara Pocock
- Essential Australia – Towards a Thematic Framework for the Interpretation of Cultural Heritage Sites in Tourism (2008), Marion Stell, Celmara Pocock and Roy Ballantyne

The research indicates a strong link between tourism and future product development opportunities in relation to cultural and heritage assets, sites and localities. It is acknowledged that the research itself is of value to both policymakers and managers of cultural institutions. Managers and custodians of the cultural heritage ‘estate’ are increasingly reacting to the increased demand from the public and private arenas. In this environment, the research projects can assist in a more informed and balanced decision making process.

In particular, the research projects consider:
- development and implementation of methodology to estimate the economic value that Australians place on national cultural institutions
- provision of strategies to address broad research questions through a number of related small-scale projects
- ways to assist the Australian tourism industry (particularly those located in regional and rural areas) in understanding the growing importance of cultural tourism, by developing a number of case studies of cultural landscapes tourism
- the development of a series of factors that contribute to success in achieving viable cultural heritage tourism and heritage conservation goals
- examples of cost effective strategies to revive and update interpretation in a heritage tourist attraction
- how to enhance the sustainable use of heritage sites in Australian tourism through the development of a thematic framework for the interpretation of cultural heritage sites for use in tourism.
Aim of the Research

This research provides an overview of the issues and opportunities for the development of cultural and heritage tourism in Australia. It identifies key factors associated with successful cultural heritage tourism operations, highlights the gaps in existing knowledge and understandings, provides engaging case studies and also flags opportunities for further investment and investigation in this field of work. The individual research projects cover a variety of elements comprising Australian cultural and heritage tourism. This includes an examination of:

- the development of a set of themes for the interpretation, marketing and development of cultural heritage tourism products and services in Australia
- identification of broad areas of mutual research interests in heritage conservation and tourism management to foster synergies and cooperation between these fields
- examination of how cultural heritage and contemporary cultural diversity impact on visitor experiences and on local communities
- identification of critical factors for successfully balancing a viable cultural heritage tourism enterprise with heritage conservation goals
- a case study of the development of an interpretation plan for an existing cultural heritage tourism experience
- the development of a methodology that can be used to estimate the economic value of nationally significant cultural attractions (both to users and non-users) at a national level.

Interest Groups

The research has relevance to a broad range of industry and government stakeholders and those seeking a greater understanding of the concepts and fundamentals of cultural and heritage tourism. It is a useful reference document and resource for those working in both the cultural and heritage and tourism areas.

The following audiences will find this research especially beneficial:

- local or regional communities considering an expansion of a cultural heritage tourism resource with a strong visitor appeal
- product and destination developers and marketing managers in Australia
- product and destination developers and marketing managers in state tourism organisations (STOs)
- cultural and heritage planning and development officers within the state and local government spheres
- cultural and heritage representative bodies, associations and membership based organisations
- academic and education institutions and students

Using the Research

This research can be used to assist in developing new strategies, management plans and actions which to enhance the cultural heritage tourism industry.

The research is a particularly useful tool for the following:

- developing interpretation and marketing strategies for tourism operators and heritage managers
- providing an insight for development of strategic initiatives to support cultural heritage tourism product development at a local, regional and state level
- a resource to assist managers, custodians and planners better understand the dynamics of cultural heritage tourism
Many of Australia’s historic heritage assets are located in non-metropolitan regional Australia where the contribution of cultural tourism to economic growth is of great importance, as well as being of policy significance. In addition, although Australia’s non-Indigenous cultural assets are only 200 years old, they represent important icons and appear to contribute to a sense of national identity.

Economic Value of Tourism to Places of Cultural Heritage Significance (2001), CRC for Sustainable Tourism University of Canberra and the Australian Heritage Commission
Acknowledgements
In addition to the reports profiled in this document, STCRC acknowledges the leading research undertaken in the past to develop the documents within this snapshot.

- **Successful Tourism at Heritage Places – A Guide for Tourism Operators, Heritage Managers and Communities** (2001), Annie Crawford, the Australian Heritage Commission, Sustainable Tourism Cooperative Research Centre and the Department of Industry Science and Resources. The Guide provides information to help people more clearly understand the issues involved and developed some practical pointers for those aiming for successful and responsible tourism at heritage places.

- **The Economic Value of Tourism to Places of Cultural and Heritage Significance** (2001), Michele Cegielski, Ben Janeczko, Trevor Mules and Josette Wells. This project was carried out by researchers in the Tourism Program at the University of Canberra and was jointly funded by Sustainable Tourism Cooperative Research Centre and the Australian Heritage Commission. This was an exploratory study of tourism to the three heritage Australian mining towns of Charters Towers, Maldon and Burra and measured the economic impact and significance of tourism on the host regions to learn more about the motivations and behaviour of visitors to the towns.

Research in the Pipeline
**Living Memory and Interpretation of Heritage**, Celmara Pocock, Marion Stell, Lucy Frost and Julia Crozier

The project will:
- translate current theoretical work on history, memory and social value into an accessible and interactive format for use by and engagement with tourists
- develop a ‘living memory’ interpretation module for the former asylum known as Willow Court in the Derwent Valley, Tasmania
- produce guidelines, plans and protocols to guide the development and installation of similar modules at a range of heritage sites and tourist destinations.

This project seeks to develop a new and dynamic tool to integrate ‘living memory’ into heritage interpretation in order to improve the visitor experience and development of heritage tourism.
CULTURE and HERITAGE Tourism Overview

The National Tourism and Heritage Taskforce prepared an issues paper, Going Places: Developing natural and cultural heritage tourism in Australia in 2003\(^1\). The Taskforce noted:

“... special\(\text{t}^\) tourism ventures, whether nature-based, adventure, Indigenous, historic, cultural or ecotourism, all rely strongly on heritage and heritage places, and that natural and cultural heritage underpinned much of Australia’s tourism product.”

The Taskforce went on to observe that the market for heritage tourism is rapidly evolving, presenting many opportunities for exploration and that a number of areas need particular attention. For example, information about demand could be used more effectively when developing products and managing places. Also, heritage values could be better explained and presented to improve visitor behaviour, experience and product relevance. Infrastructure, accommodation and support services could be better coordinated and planned to ensure that tourism is sustainable.

Tourism Research Australia (TRA) also considers Australia’s natural and cultural assets as a major draw card for international and domestic visitors\(^2\). Protection and conservation of these assets is essential for the survival and sustainable growth of the tourism industry over the longer term. TRA\(^3\) defines culture and heritage visitors as having participated in, among other activities, at least one of the following seven tourism activities while travelling in Australia:

- attend theatre, concerts or other performing arts
- visit museums or art galleries
- visit art, craft workshops or studios
- attend festivals, fairs, or cultural events
- experience Aboriginal art, craft and cultural displays
- visit an Aboriginal site or community, or
- visit historical/heritage buildings, sites or monuments.

TRA research indicates that Australia’s cultural and heritage tourism market in 2007 was predominantly comprised of domestic visitors. In 2007, there were 10.9 million domestic overnight visitors who participated in cultural or heritage activities and 10.4 million domestic day visitors as indicated in Table 1 on the next page. Since 2006 the number of domestic overnight cultural and heritage visitors has grown by 11% while total domestic overnight visitation remained flat over this same period. The TRA research also indicates international cultural and heritage visitors have increased 3% since 2006. This was slightly higher than total international visitors during this period (2%). Both international (40 nights) and domestic (six nights) cultural and heritage visitors stay longer than international and domestic non-cultural and heritage visitors (20 nights and four nights respectively).

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\(^3\) [http://www.tra.australia.com/niche](http://www.tra.australia.com/niche)
Understanding the issues and success factors

Table 1 Visitor numbers, nights and trip expenditure for cultural and heritage visitors, 2007

<table>
<thead>
<tr>
<th></th>
<th>International</th>
<th>Domestic overnight</th>
<th>Domestic day</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visitors (‘000)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitors</td>
<td>2,674</td>
<td>10,903</td>
<td>10,439</td>
</tr>
<tr>
<td>Share %</td>
<td>51</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td><strong>Nights (‘000)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nights</td>
<td>107,117</td>
<td>62,194</td>
<td>NA</td>
</tr>
<tr>
<td>Share %</td>
<td>68</td>
<td>22</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Expenditure ($ million)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenditure</td>
<td>9,640</td>
<td>10,354</td>
<td>1,139</td>
</tr>
<tr>
<td>Share %</td>
<td>65</td>
<td>24</td>
<td>8</td>
</tr>
</tbody>
</table>

TRA identifies that more than 60% of international visitors seek out cultural attractions such as museums, art galleries, and theatres, as well as places that are of heritage value. As indicated in Table 2 below, the top two cultural and heritage activities for both international and domestic visitors were visiting museums and art galleries, and visiting heritage buildings, sites or monuments. International visitors were more likely to participate in Indigenous experiences such as experiencing Aboriginal art/craft or cultural displays (24%) or visiting an Aboriginal site or community (11%) than domestic overnight (5% and 3%) and domestic day visitors (2% and 1%).

Table 2 Share of cultural and heritage visitors by activity type, 2007

<table>
<thead>
<tr>
<th>Type of cultural and heritage tourism activity</th>
<th>International</th>
<th>Domestic overnight</th>
<th>Domestic day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend theatre, concerts or other performing arts</td>
<td>24</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>Visit museums or art galleries</td>
<td>57</td>
<td>43</td>
<td>32</td>
</tr>
<tr>
<td>Visit art/craft workshops/studios</td>
<td>17</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Attend festivals/fairs or cultural events</td>
<td>17</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>Experience Aboriginal art/craft and cultural displays</td>
<td>24</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Visit an Aboriginal site/community</td>
<td>11</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Visit historical/heritage buildings, sites or monuments</td>
<td>62</td>
<td>33</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total cultural and heritage visitors (million)</strong></td>
<td>2.7</td>
<td>10.9</td>
<td>10.4</td>
</tr>
<tr>
<td><strong>Average number of cultural and heritage activities</strong></td>
<td>2.1</td>
<td>1.3</td>
<td>1.1</td>
</tr>
</tbody>
</table>

New South Wales proved to be the most popular state for domestic and international cultural and heritage visitors. This was followed by Victoria for domestic visitors and Queensland for international visitors. Capital city regions were the most popular among cultural and heritage visitors. Australia’s South West in Western Australia and North Coast New South Wales were also popular among domestic overnight visitors while Tropical North Queensland and Petermann (Uluru), Northern Territory was popular among international visitors.

At a state level, Tourism Queensland recognises the importance of cultural and heritage tourism for the future development of the tourism industry especially in regional Queensland but, importantly, as part of its 2016 vision, wants tourism that ‘celebrates and protects our Queensland culture, heritage and our magnificent natural environment’. As a result, Tourism Queensland has developed a series of market segment strategies to identify opportunities for the development, management and marketing of key segments, such as cultural and heritage tourism.

Tourism NSW in its Towards 2020 Tourism Master Plan aims to encourage proper management of destination experiences in part by providing the increased opportunity for the community to develop and share its history, culture, heritage and other local attributes. It identifies regional New South Wales as having particular strengths and opportunities in the sensitive development of tourism product focused on unique local cultural and heritage aspects.

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4 Cultural and Heritage Tourism in Australia 2007, Tourism Research Australia Snapshot
5 A Vision for Queensland Tourism, Tourism Queensland, November 2006
Tourism WA states that ‘heritage tourism has potential to considerably improve the economic vitality of numerous Western Australian communities, broaden the state’s tourism base and improve awareness, appreciation and conservation of our physical and intangible heritage’. To this extent, they have developed A Heritage Tourism Strategy for Western Australia, which is designed to demonstrate the value and importance of heritage tourism, provide leadership and direction and a framework for decision-makers and practitioners.

Tourism NT recognises that the Northern Territory’s core platforms for future growth and prosperity in the tourism industry are nature based and cultural tourism experiences. Similar to Tourism WA, the organisation identifies the development of Indigenous and cultural tourism as one of its core strategic objectives. There is also strong emphasis on culturally sustainable tourism products and development and a strategic focus on developing new cultural, heritage and Indigenous tourism products.

“Australians are a vital part of our cultural landscape. But we need to explore ways of ensuring that they continue to be a part of our mainstream economy. We need to explore their economic potential, being careful always to do so in the context of conservation … here and there we see examples of communities using their heritage to promote tourism and reinvigorate their local economies.”

Bruce Leaver, Executive Director, The Australian Heritage Commission, 2000

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Andy S. Choi, Brent Ritchie and Franco Papandrea

Objectives of Study
This research project develops and implements a method to estimate the economic value that Australians place on national cultural institutions. Although there is a growing recognition of the broader economic value of cultural attractions by academics, government policymakers and industry, the estimation of the economic value of national cultural institutions has so far received little attention. This study is an early foray into cultural valuation of national institutions.

The primary objectives of the project were to:

• develop a methodology that can be used to estimate the economic value of nationally significant cultural attractions (both to users and non-users) at a national level
• use this methodology to estimate the economic value that Australians place on the national cultural institutions based in the ACT and
• examine differences in the valuations, if any, between groups or segments of Australians (i.e. previous visitors to the attractions, socio-demographic characteristics).

Methodology
This research was comprised of four major stages: literature review, focus groups, data collection and data analysis. The first stage, literature review, was carried out to obtain an up-to-date assessment in non-market valuation techniques and their suitability for the estimation of the economic values of cultural goods. Choice modelling (CM) was identified as the most suitable method consistent with the objectives of the study. The CM technique is based on the ‘characteristic theory of value’ of Lancaster (1966), in which any good can be described as a bundle of component attributes and their levels (Bateman et al. 2002:278). For instance, a museum can be described as conservation level/activity, access policy (visit hours), additional services, and entry fee (Mazzanti 2003). Respondents in CM exercises are provided with a series of questions (choice sets). For each question they are expected to choose one preferred option from several alternatives (Bueren & Bennett 2004:8; Rolfe et al. 2002:5).

The second stage was focused on defining the attributes (and their levels) for the cultural institutions. This was done in two steps. First, several meetings were held with key staff of cultural institutions. The second step centred on focus group discussions. Each focus group included six to ten participants, one moderator, and one assistant. It was held in a ‘relaxed and non-threatening’ environment and lasted between one and a half and two hours. Following the focus groups, questionnaires were formulated and then pre-tested on the campus of the Australian National University.

The third stage involved the collection of data using the questionnaires. A mail-out/mail-in method was used. Respondents were randomly selected nationwide from reputable list brokers. After one week from the date the questionnaires were sent out, reminding post cards followed.

The final stage was to analyse the data from the nationwide data collection. SPSS and LIMDEP (NLOGIT) were mainly used. To improve the reliability of economic models, socio-demographic, attitudinal characteristics, and visiting experience of respondents were incorporated.

Key Findings
Overall, between 54% and 59% of respondents agreed that an average annual tax payment of $69 per person to fund the twelve national cultural institutions was well spent. The conservatively estimated economic values derived from currently available services and facilities of the National Museum of Australia (NMA) and of Old Parliament House (OPH) were $73.4 million and $86.1 million respectively. In both cases these estimated values exceeded the current annual funding of the institutions.
For the NMA the results suggest:

- Increasing budget allocation or resources to collect new iconic works, having more items treated for conservation, having workshops and increasing the number of travelling exhibitions were valued relatively higher than other factors by respondents.
- Guided tours, lectures, and festivals did not show any statistical significance in determining the economic value of the institution.
- Approximately 40% of the respondents had previously visited the NMA.
- Older and lower income respondents were willing to pay higher amounts to increase the budget to purchase new museum items compared to younger and higher income groups.
- Younger respondents were willing to pay high amounts for a family restaurant and higher income respondents valued more highly the gift shop.
- Visiting experience does appear to influence people’s willingness to pay more for attributes associated with the NMA. Non-visitors appear to place a higher economic value on a larger budget for new museum items, workshops, travelling exhibitions, while facilities such as the café and gift shop were valued higher by previous visitors to the NMA than non-visitors.

For OPH the results suggest:

- More than 54% of the respondents have visited OPH.
- Younger and lower income respondents appear to place a lower value than other groups on replication and travelling exhibitions.
- Visiting experience does appear to influence people’s willingness to pay more for attributes associated with the OPH. Non-visitors appear to place a higher economic value on less frequent temporary exhibitions (long exhibitions), events, and facilities, provide a lower economic value on replication and interactive displays.

Based on the results suggestions for policy consideration could include:

- Considering increased government funding to these institutions as Australians value them more highly than current levels of support would suggest.
- Any increase in funding or (re)distribution of resources should consider the high economic value placed on new iconic objects and conservation treatments to keep items original for both institutions.
- Develop a procedure guide and tool kit to help cultural institution managers understand and plan research related to the economic value associated with their institution.

More research is required on:

- those institutions in the ACT perceived as ‘preservers’, ‘practical use’, or ‘multipurpose’. This would greatly help our understanding of the economic value of different types of institutions;
- cultural values and attitudes and their influence on Australians’ values of cultural resources; and
- state/territory cultural resources to assess the economic value that residents allocate for state/territory based attractions or institutions.

![Total Economic Values Diagram]

<table>
<thead>
<tr>
<th>Use Values</th>
<th>Non-use Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual Use</td>
<td>For others</td>
</tr>
<tr>
<td>Option Value</td>
<td>Existence</td>
</tr>
<tr>
<td>Altruism</td>
<td>Bequest</td>
</tr>
<tr>
<td>For others</td>
<td>Existence</td>
</tr>
</tbody>
</table>
Understanding the issues and success factors


Celmara Pocock

Objectives of Study
The aim of the study was to produce a strategy for cultural heritage tourism research in Australia, including:

- identification of current issues in Australian and international tourism studies and heritage management research
- identification of the issues and needs of operators and conservators in relation to the sustainable use of cultural heritage in tourism in Australia
- development of overarching research framework that draws on synergies between heritage management and heritage tourism
- development of mutually beneficial research projects and research outcomes for operators and managers
- development of a number of discrete applied research projects to be funded by STCRC.

Gaps in Cultural Heritage Research
A shared value system
There are some fundamental differences between cultural heritage management and tourism. The split manifests itself in divergent aims of managers and operators, and in approaches to research in business faculties (tourism research) and arts faculties (cultural heritage studies). This needs to be overcome in order to advance cultural heritage tourism. Collaboration needs to be explored and developed to avoid exploitation of heritage properties and communities and deliver effective cultural heritage tourism products. This can be advanced by developing a common understanding of key concepts including:

- cultural heritage tourism
- social and cultural capital
- commodification and commercialisation
- sustainability
- authenticity
- identity

Cultural heritage as a resource for tourism
The cultural heritage resource is fragile and requires sensitive use and management if it is to form the basis of tourism enterprises. In order to facilitate sustainable use, it is important for managers, tourists and operators to understand the characteristics of this resource, particularly:

- the intersection of physical and community or social attributes of heritage sites as important aspects of conservation and visitor experience
- the value of heritage as cultural capital and how we measure it
- the complexity in cultural heritage, beyond ideas of authenticity, that lead to contradictions and contested heritage
- the potential of heritage properties to develop into tourism attractions whether or not they are identified as such.

Visitor research
It is recognised that cultural heritage conservation can be achieved through visitor management. There has been considerable success in contemporary protected area management by concentrating management effort on visitors rather than the resource. Improving visitor or tourist interaction with natural and cultural heritage properties can therefore make an invaluable contribution to sustainable heritage tourism. While there is a significant body of research in relation to visitor experience within the tourism literature, there is little research of this kind into cultural heritage tourists. In particular, there is almost no understanding of what tourists experience through cultural heritage properties beyond the most superficial consumption or how this differs from professional understanding. An important aspect of successful and sustainable tourism at cultural heritage sites therefore depends on developing knowledge in relation to these visitors, including:

- the profile of cultural heritage visitors
- expectations of visitors in relation to cultural heritage tourism
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- beliefs and experiences they bring to a site
- visitor motivation in relation to cultural heritage
- activities and leisure at heritage sites
- whether identity is a relevant experiential concept
- the importance of authenticity in visitor experiences of these destinations
- the enhancement of visitor experience through interactive and social activities, for example the experiential aspects of festivals in enhancing visitor experiences
- the nature and contribution of visitor interactions with host communities
- understanding tourist created attractions.

Interpretation

Interpretation of cultural heritage is an integral aspect of both visitor experience and conservation of heritage. Interpretation needs to widen its debate to incorporate more experiential components as noted above. There is also a specific need to research interpretation in relation to cultural heritage tourism specifically, as distinct from broader interpretation or heritage interpretation research. Gaps in current interpretation research for cultural heritage tourism as defined for this project include:

- the role of interpretation as both a tool of education and visitor experience, and as a means of achieving cultural heritage conservation
- training and education for interpretation development, delivery and assessment
- closing the gap between manager knowledge and public experiences
- developing products to assist in the development of appropriate interpretation
- measuring success of interpretation of cultural heritage
- interpretation and promotion of novel or niche aspects of cultural heritage, for example agricultural and industrial heritage
- broadening tourist experiences through multiple modes of interpretation
- contestation and authenticity in heritage tourism.

Cultural heritage tourism economics

Cultural heritage managers sometimes assume that tourism can provide the economic basis for conservation. At the same time, the significance of cultural heritage is held to be greater than mere monetary value. However, many of these assumptions remain unsubstantiated. It is therefore important to investigate a number of economic issues, including:

- the nexus between heritage sustainability and economic benefits
- the role of cultural heritage within tourism growth areas
- understanding cultural heritage tourism economic successes and failures
- measuring social capital in relation to cultural heritage tourism
- the experience economy of cultural heritage tourism
- place marketing
- workforce issues—for example emotional labour issues within cultural heritage tourism, the implications of high rates of volunteerism within the sector etc.
- capacity building for viable and sustainable cultural heritage tourism.

Tourism planning and management

The effective and sustainable use of heritage properties as the basis of tourism requires significant amounts of planning both to ensure economic and conservation success and to meet a number of statutory guidelines and laws. Research has the capacity to enhance approaches to planning and management by considering the above issues in relation to:

- identifying contributing factors in the success or failure of cultural heritage tourism from economic, conservation, tourist or other perspectives
- developing frameworks for effective planning for cultural heritage tourism
- critical infrastructure needs for cultural heritage tourism
- mechanisms through which to measure success/failure
- application of regulation theory in relation to effectiveness of existing policies to deliver effective and sustainable cultural heritage tourism
- sustainable development of cultural heritage properties for tourism
- recognising heritage sites as potential tourist destinations before they are formally acknowledged and marketed.
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Methodology
The project was developed through a process of desktop research, consultation with industry partners and the trial and refinement of a number of cultural heritage tourism projects. This included:

- review of Australian and international heritage tourism literature
- consultation with government tourism bodies and individual operators, and heritage management agencies
- collaboration with university partner researchers with expertise and interest in heritage tourism
- development of research briefs for a number of discrete research projects to address the needs and priorities of industry.

Key Findings
The project identified a number of priority research areas to address gaps in cultural heritage tourism research and address the needs of tourism operators and heritage conservators in relation to the sustainable use of Australian cultural heritage in tourism. These include the following broad areas of research priority:

- the need for a shared and complementary understanding of heritage conservation practices and tourism operator skills in the cultural heritage tourism sector
- research into the economic value of cultural heritage tourism in Australia
- meaningful integration of local communities into heritage tourism experiences
- integration of cultural heritage in the presentation and interpretation of natural areas for tourism
- an audit of heritage sites suited and accessible for tourism
- expansion of the Australian heritage tourism market
- targeted cultural heritage visitor and interpretation research
- identification of the particular issues facing the heritage tourism sector in relation to volunteers
- a better understanding and use of cultural material in heritage tourism
- strategies to develop a stronger sense of place through heritage tourism.

Recommendations
The strategy outlines a number of broad research needs and makes recommendations for particular projects that are able to address those questions. Some of these projects have been funded as part of the development of the strategy. Several other projects remain to be implemented. The strategy can be used by STCRC (and other funding bodies) to assist in decisions about priority funding for heritage tourism projects. It can further assist researchers and operators develop and implement projects that address industry needs while contributing to the broader research outcomes and knowledge base for cultural heritage tourism in Australia.
Flow diagram of relationship between STCRC Cultural Heritage Tourism Projects

Legend:
- Thematic Framework
- Critical Success Indicators
- Cultural Landscape
- Engaging Local Communities
- Cultural Values in Natural Area
- Training Kit for Heritage Tourism Operators
- Heritage Tourism Resource Audit
- Expansion of Heritage Tourism Market
- Cultural Material and Heritage Tourism
- Heritage Volunteers
- Maritime Heritage Tourism
- Visitor Guide to Australia Heritage
- Heritage Tourism Training Kit

Key Projects
- 1st round Projects
- Reconfigured Projects
- New Projects

Critical Success Indicators
- Heritage Experience CSIs
- Model
- Skills audits
- Souvenirs
- Extend of Problem
- Sense of Place

Feasibility Guidelines
- Resource audit
- Visitor Survey
- Case Studies

Marketing Strategies
- Extend of Problem
- Marketing Strategies

User Production
- Agency Negotiation
- Database Design

Social Impact Criteria
- Issues Paper
- Case Studies

Skills audits
- Heritage Tourism Training Kit
- Training Kit Production

Thematic Framework
- Cultural Values in Natural Area
- Training Kit for Heritage Tourism Operators

Cultural Landscape
- Cultural Material and Heritage Tourism
- Heritage Volunteers
- Maritime Heritage Tourism

Visitor Survey
- Visitor Guide to Australia Heritage
- Heritage Tourism Training Kit

Case Studies
- Training Kit Production
- Visitor Guide to Australia Heritage
- Heritage Tourism Training Kit

Resource Audit
- Resource Audit
- Visitor Guide to Australia Heritage
- Heritage Tourism Training Kit

Marketing Strategies
- Marketing Strategies
- Visitor Guide to Australia Heritage
- Heritage Tourism Training Kit

User Production
- Agency Negotiation
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Objectives of Study

The growth of cultural industries and tourist industries is an important characteristic of modern developed economies like Australia. These industries intersect in a field known as cultural tourism. Cultural tourism is now recognised as an important agent of economic and social change in contemporary western societies such as Australia. Cultural tourism includes tourism to traditional cultural attractions such as museums and galleries, but it also incorporates new forms of tourism associated with cultural activities. They include, but are not limited to, cultural attractions related to the urban ethnic diversity that accompanied immigration to countries such as Australia.

The field of cultural landscapes tourism is under-developed in Australia at the level of theory, research and policy development. Yet international research suggests that cultural landscapes tourism has significant potential in attracting new tourists. This research project is a scoping study designed to set out the parameters involved in cultural landscapes tourism research in Australia. It aims to identify how cultural heritage and contemporary cultural diversity impact on visitor experience and on local communities.

The objective is to assist the Australian tourism industry—particularly those located in regional and rural areas—in understanding the growing importance of cultural tourism, by developing a number of case studies of cultural landscapes tourism in two Australia states.

These case studies provide examples of existing tourism in a range of different cultural landscape sites, enabling the development of a process by which to identify change in cultural heritage tourism regions, including examining how multicultural precincts can operate as sustainable tourism destinations. Fieldwork with tourists and stakeholders will enable the development of industry strategies to increase tourism in the future. In addition, this fieldwork will facilitate the development of an innovative, multi-disciplinary theory of cultural landscapes tourism. This will set the stage for future research and policy development.

Methodology

The research project was conducted by an interdisciplinary team (Finance and Economics; Leisure, Sport and Tourism; Humanities and Social Sciences; Australian Studies; Arts; and Tourism and Hospitality) from three universities (UTS, UNSW and Monash). It embraced a case study approach which involved a range of quantitative and qualitative research methodologies appropriate to a scoping project on cultural landscapes of tourism in Australia.

First, a detailed review of secondary sources was undertaken: Australian and international literature on cultural landscapes tourism. Second, the research project chose a number of sites for fieldwork in two states (New South Wales and Victoria). The New South Wales sites include the Finger Wharf; the Art Gallery of New South Wales; Chinatown; and Griffith. The Victorian sites are Chinatown and Lygon Street, which replaced King Valley after the Victorian bushfires in the region made fieldwork impossible to conduct.

The common methodology adopted to shape research in each site comprised three key elements: (a) a purposive random sample survey of 100 tourists at each site—this survey recorded background data about the tourist (gender, age, birthplace, country/city of residence etc) and about their tourist experience (How did they find about this place? Why did they visit it? For how long? Evaluation of the experience etc); (b) key informant interviews with site managers, tourism industry and local government stakeholders; and (c) local archival research into the cultural heritage of the area. We also explored examples of interpretation, particularly in the new cultural landscapes of ethnic precincts.
Key Findings

- The key finding of the research is that cultural tourism is a critical new growth area of Australian tourism, attracting increasing numbers of national and international tourists alike. Cultural tourism takes in an increasing diversity of sites and forms. While the industry has a good feel for traditional sites of cultural tourism, like museums, heritage buildings (such as the Woolloomooloo Finger Wharf) and art galleries (the Art Gallery of New South Wales), it has not come to grips with the dynamics and potential of new sites of cultural tourism such as ethnic precincts and ethnic heritage.

- One outcome of the research into cultural tourist precincts is a better understanding of the dynamics of cultural landscapes of tourism and of the way the built environment is shaped by cultural practices and cultural minorities. Another outcome is a road-tested and revised survey instrument of visitors which could be utilised in research into other cultural landscapes of tourism in urban and rural areas in Australia.

- The major finding is that Australia’s multicultural past and the cosmopolitan nature of contemporary urban and rural Australia provide great potential for tourism in urban and rural areas in Australia, a potential that is untapped when compared to more traditional cultural tourist precincts such as the Art Gallery of New South Wales and Woolloomooloo’s Finger Wharf.

- A key finding of the research is that ethnic precincts and other landscapes of ethnic heritage in Australia provide great potential for future tourist attraction. This potential, which we call cosmopolitan tourism, is, as yet, untapped in Australia. While holding significant tourist potential, ethnic precincts require more effective partnerships between ethnic entrepreneurs, local government authorities, regional, city and state tourist and development boards, and local ethnic communities in order to maximise this potential.

- Ethnic festivals (such as Chinese New Year or the Griffith salami festival) and major events (including major international exhibitions at the Art Gallery of New South Wales and Melbourne’s F1 Grand Prix) provide key opportunities for the advertising, promoting and branding of cultural landscape tourist sites to national and international tourists, and sustaining greater tourist visitation to these sites throughout the year.

- While urban areas attract most tourists to Australia, and are the sites able to maximise cultural landscapes of tourism opportunities, the potential for developing tourism to cultural landscapes in regional and rural Australia—including those related to art galleries and ethnic heritage—is greatly underestimated. Tourist growth remains one of regional and rural Australia’s greatest pathways to reinvigorate economic growth and vibrancy in non-metropolitan Australia.

- The research has led to the development of a series of strategies for better utilising cosmopolitan cultural landscapes in future tourist plans and policies. First, the further development of ethnic precincts and other landscapes of ethnic heritage in Australia is a matter that local and state governments should address. Second, ethnic cultural landscapes are not sufficiently promoted by tourist authorities in New South Wales and Victoria. To date, Victoria has made more advances in advertising its ethnic heritage to tourists than New South Wales. Third, more research in a wider range of sites across Australia is necessary if we are to better tap the cultural tourism potential in Australia in coming years.

- This research should involve the use of methodologies trialled in this study, including the visitor surveys that were piloted in the fieldwork, key informant interviews and engagement with local community representatives. Fourth, while traditional cultural tourist sites like the Art Gallery of New South Wales have a strong tradition of interpretation, this is not the case for ethnic precincts and ethnic heritage sites. We have presented examples of interpretation of Sydney’s Chinatown and Melbourne’s Chinatown and Little Italy to act as best-practice models of interpretation of ethnic cultural landscapes for the tourist industry.

- Cultural landscapes of tourism are fundamentally contradictory sites. The research has identified key contradictions related to cultural authenticity, credibility and safety which the Australian tourism industry needs to carefully confront if it is to maximise and sustain the tourist potential of cultural landscapes.
The project also identified a series of pitfalls to be avoided in promoting tourism to cosmopolitan cultural tourist landscapes. Ethnic precincts and ethnic heritage tourism need to be grounded within the local ethnic community so that the resulting tourist experience is authentic and credible to both locals and visitors. In the case of the Italian Museum at Griffith, credibility was lost with the local Italian community who financed the venture because most of their personal artifacts were not displayed. A continuous slide-show of all this material and a less spacious presentation within the Museum would have overcome this dilemma.

Finally, the work points to the importance of further research into cultural landscapes of tourism if their tourist potential is to be realised. Cultural tourism takes on an increasing diversity of forms. In this research project we have concentrated on the intersection of cosmopolitan cultural diversity, the landscapes built by immigrant minorities, and current and future tourist development and marketing. While ethnic precincts hold great tourist potential, maximising this potential will require more effective partnerships between ethnic entrepreneurs, local government authorities, regional, city and state tourist and development boards, and local ethnic communities. We believe that more research into what we call cosmopolitan tourism in urban and rural sites in New South Wales, Victoria and other Australian states and territories would reap great rewards for the Australian tourist industry. The scoping study has revealed the potential; further research would consolidate the gains made in this regard.

**Recommendations**

The research has led to the development of a series of strategies for better utilising cosmopolitan cultural landscapes in future tourist plans and policies.

- First, the further development of ethnic precincts and other landscapes of ethnic heritage in Australia is a matter that local and state governments should address.
- Second, ethnic cultural landscapes are not sufficiently promoted by tourist authorities in New South Wales and Victoria. To date, Victoria has made more advances in advertising its ethnic heritage to tourists than New South Wales.
- Third, more research in a wider range of sites across Australia is necessary if we are to better tap the cultural tourism potential in Australia in coming years. This research should involve the use of methodologies trialled in this study, including the visitor surveys that we piloted in our fieldwork, key informant interviews and engagement with local community representatives.
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"Another thing [that draws people in] is the building itself. It’s a really beautiful building, the light and the architecture and the old courts which people love. People really enjoy the experience of visiting the Gallery. They find out about it by publicity and word of mouth. People have a wonderful experience and they spread that around. They bring family and friends."

Marketing Manager, Art Gallery of New South Wales, 2007
CULTURE and HERITAGE Tourism


Jack Carlsen, Michael Hughes, Warwick Frost, Celmara Pocock and Vicki Peel

Objectives of Study

This project sought to identify critical factors for successfully balancing viable cultural heritage tourism enterprise with heritage conservation goals. Information was gathered from site visits and interviews with operators and cultural heritage managers. The outcomes will be of interest to government agencies and heritage tourism operators in the public and private sector.

The objectives included:

- identification of critical success factors for cultural heritage tourism enterprises, based on published literature and case studies
- case studies of management practices that have contributed to the success of cultural heritage tourism attractions
- developing a set of factors that contribute to success in achieving viable cultural heritage tourism and heritage conservation goals.

The project aims focus on the operational side of cultural heritage tourism and as such did not specifically set out to address conservation or visitor experience issues. However, these two factors manifest throughout the description of what makes a successful heritage tourism enterprise.

Methodology

Success factors were identified based on a review of published research, observations during site visits by the researchers involved in the project and discussions with cultural heritage tourism operation managers. A range of factors were identified in the literature and were subsequently expanded on as a result of site visits and interviews. More than half the success factors identified were business operation related. This perhaps reflects that generic information relating to tourism business operations has not catered to the specific requirements of CHT.

Table 3 Heritage places, types and locations included in visitation and interview schedule

<table>
<thead>
<tr>
<th>Heritage Place Visited</th>
<th>Heritage Type</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>VICTORIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Victorian Goldfields Railway</td>
<td>Industrial, transport</td>
<td>Maldon</td>
</tr>
<tr>
<td>Buda Historic Homestead</td>
<td>Mining/colonial</td>
<td>Castlemaine</td>
</tr>
<tr>
<td>Old Castlemaine Gaol</td>
<td>Mining/colonial</td>
<td>Castlemaine</td>
</tr>
<tr>
<td>Castlemaine Diggings National Heritage Park</td>
<td>Mining</td>
<td>Castlemaine</td>
</tr>
<tr>
<td>Sovereign Hill</td>
<td>Mining/colonial/re-created</td>
<td>Ballarat</td>
</tr>
<tr>
<td>TASMANIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Port Arthur Historic Site</td>
<td>Convict/penal</td>
<td>Tasman Peninsula</td>
</tr>
<tr>
<td>Cascades Colonial Accommodation</td>
<td>Convict/penal</td>
<td>Tasman Peninsula</td>
</tr>
<tr>
<td>Woolmers Estate</td>
<td>Agricultural/convict/colonial</td>
<td>Longford</td>
</tr>
<tr>
<td>Brickendon Estate</td>
<td>Agricultural/convict/colonial</td>
<td>Longford</td>
</tr>
<tr>
<td>WESTERN AUSTRALIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benedictine Community of New Norcia</td>
<td>Monastic/missionary</td>
<td>New Norcia</td>
</tr>
<tr>
<td>Whale World, Albany</td>
<td>Industrial, whaling</td>
<td>Albany</td>
</tr>
<tr>
<td>City of Albany</td>
<td>Military/convict</td>
<td>Albany</td>
</tr>
</tbody>
</table>
**Understanding the issues and success factors**

**Key Findings**

**Critical Success Factors**

Success factors identified from the literature and in discussion with stakeholders were as follows. They are in no specific order of importance but reflect a logical approach to the sequence of steps required for setting up a new cultural heritage tourism operation.

- **Agreed objectives and clear concepts**
  This relates to the need for clear objectives for the heritage place, agreed upon and supported by key stakeholders, and development of coordinated tourism product concepts that balance both conservation and business needs.

- **Financial planning for budgeting, capital raising and price setting**
  Finances are central to the viability of the heritage place as a tourism product and focus for conservation. Requirements for adequate capital, access to grants and other sources of funding and the need for careful budgeting and financial planning are essential for continued success of an operation.

- **Effective marketing strategies based on sound market research**
  An effective marketing strategy is necessary for tourism success and is highly dependent on market research and other key success factors, including objectives and clear concepts and financial planning.

- **Destination and proximity to major markets and visitor flows**
  Several aspects were considered important including: suitable relationship to destination image and branding; adequate accessibility, visitor flows, market proximity and transport access; and proximity of other nearby businesses (clustering).

- **Human resource management, including paid staff and volunteers**
  Operations approached typically relied heavily on volunteers and part-time staff. Many may have expertise in (or passion for) the heritage in question rather than experience in tourism services and the management of commercial ventures. A range of skills, from conservation through to business skills, was considered ideal for success. There are specific issues associated with volunteers including training, coordination, rewards, recruitment and succession.

- **Planning for product differentiation, life cycles and value adding**
  Addressing aspects of uniqueness and differentiation is important as heritage identified for its conservation value may not translate into a viable tourism product. Alternatively, it may be necessary to break down the tourist perception of ‘seen one historic house/bridge/town, seen them all’. Adding value through new experiences and/or increasing the yield may increase revenue.

- **Quality and authenticity of products and experiences**
  In this tourism product development context, quality referred primarily to the quality of the experience. Quality of experience relates to the appeal, intellectual challenge and raised level of visitor interest. Experienced quality is relative to price, the expectations of visitors and comparisons with similar ventures. It therefore combines the need for quality heritage presentation with provision of quality services.

  *Authenticity is a core value in heritage conservation and the tourist experience. It may be defined by the relationship between the practitioner and visitor conceptions of historical accuracy combined with visitor perceived entertainment value and how they make sense of the past.*

- **Engage cultural heritage and tourism expertise in conservation and promotion**
  Successful cultural heritage tourism requires a balance between commercial imperatives and the conservation of a suite of heritage values including historic, archaeological, architectural and aesthetic significance and the significance of the sites to associated communities.
Design interpretation as an integral part of the heritage tourism experience

Interpretation provides meaning and understanding for the visitor. It is a central part of the visitor experience of cultural heritage and has significant ramifications on the quality and authenticity of a cultural heritage product. Effective interpretation requires knowledge about the heritage being presented, expertise in communication and interpretive design and the ability to create an effective interpretation plan.

Recommendations

This report identifies the specific key factors associated with successful cultural heritage tourism operations and highlights the gaps in knowledge available through the heritage literature. It forms the basis for the development of guidelines for use by those seeking to develop cultural heritage tourism operations or improve existing operations. Further funding is required to develop to material in this report into an industry friendly manual. This would provide a detailed guide for development of cultural heritage tourism operations, currently not available to would be operators.

Key recommendations include:

- A greater research focus on financial planning and human resource management within the specific context of cultural heritage tourism is required to address some of the more practical aspects of CHT operation.
- Develop a manual or ‘how to’ guide for developing and improving cultural heritage tourism operations based on further development of the concepts and information in this report.
- Given the high rate of CHT operation failure, the manual could include an initial preliminary assessment tool similar to the STCRC Farm and Country Tourism Tool Kit for locations seeking to develop or commercialise a CHT experience.
Objectives of Study
This report outlines a scoping study for the development of an interpretation plan for Brickendon Estate in Tasmania. The Brickendon Estate is a working farm about three kilometres south of Longford in northern Tasmania. The farm belongs to the prominent colonial Archer family who formerly owned a number of properties in the region including Woolmers and Panshanger. The Archer family continues to operate the farm, and the family runs an associated heritage tourism business. The tourism business is primarily used to fund conservation of the significant heritage buildings and features on the property. Tourism activities include a range of self-guided and guided tours of the extensive buildings, grounds and gardens. A number of the historic cottages are available as visitor accommodation, and the property is a venue for weddings, conferences, meetings and product launches.

Brickendon Estate is a remarkably intact rural heritage complex, including a main residence, outbuildings and chapel set in their original farming lands. The property reflects the lifestyle of early free settlers in Tasmania. Both the house and gardens are recognised as significant and included on the Register of the National Estate. The listing of the estate gives recognition to a number of built features including the colonial Georgian home built in 1829 to 1830 (and partially rebuilt following a fire in 1845); stables, timber barns, outbuildings and workers’ cottages and a small brick chapel. In addition the property is surrounded by hawthorn hedges and the formal garden that complements the Georgian homestead. The gardens are also registered as significant in their own right.

This project aimed to enhance the tourist experience at the Brickendon Estate in northern Tasmania, through the development of an interpretation plan that:
- links the present and past
- improves and increases available interpretation material about convicts at Brickendon (existing sources and interpretation at both Brickendon and nearby Woolmers Estate have focused on the Archer family)
- provides for inexpensive but effective forms of presentation and interpretation.

Methodology
The project was undertaken as a desktop study of published and unpublished sources of information including:
- formal heritage assessments of the Brickendon Estate and Gardens;
- existing interpretation material from the Brickendon site;
- published material on the Archer family and heritage properties in northern Tasmania
- ABC television documentary and associated web site on the Archer family
- University of Tasmania student projects.

In addition, the project team visited the Brickendon Estate to meet with the owner-manager, and to make observations, notes and photographs relating to the existing interpretation. These materials were analysed to identify new materials and revise existing materials to effectively address the project aims. The project used the research team’s existing interpretation skills and a new thematic framework to develop opportunities for enhanced visitor experience.

Key Findings
The recommendation that a comprehensive interpretation strategy be developed for Brickendon is the primary focus of this project. The strategy can most practically assist the owners to improve visitor experiences at the site in line with other initiatives of Tourism Tasmania and STCRC.
The project identified a number of cost-effective strategies to revise and update existing interpretation. It also identified a number of new interpretation products to meet the aims of the project. These include:

- information and interpretation of buildings
- orientation enhancements.

**Future Action**

This project was undertaken as a desktop study. The recommendations focus on cost-effective interpretation to be implemented at the Brickendon Estate. The project team recommends that the STCRC facilitate the execution of the recommendations by funding an implementation phase.

The employment of an experienced heritage interpreter will maximise the outcomes from this project by successfully effecting the recommendations, including:

- accurate transcription and annotation of an 1829 farm diary
- professional presentation of material
- production and installation of revised interpretation materials at the site.

**Table 4 Suggested Uses of Themes and Story Lines**

<table>
<thead>
<tr>
<th>Suggested New Theme</th>
<th>Type of Stories Able to be Told Through These Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Separation</td>
<td>- William Archer’s journey to Van Diemens Land</td>
</tr>
<tr>
<td></td>
<td>- Split with Woolmers</td>
</tr>
<tr>
<td>Devotion</td>
<td>- The role of the chapel on the estate</td>
</tr>
<tr>
<td></td>
<td>- The religious life of the convicts and the Archers</td>
</tr>
<tr>
<td>Loneliness</td>
<td>- The life of the Archer women</td>
</tr>
<tr>
<td></td>
<td>- Life of the shearsers</td>
</tr>
<tr>
<td>Diversity</td>
<td>- Range of agricultural pursuits</td>
</tr>
<tr>
<td>Pride</td>
<td>- The production of fine wool</td>
</tr>
<tr>
<td></td>
<td>- The retention of the estate in family hands</td>
</tr>
<tr>
<td>Chance</td>
<td>- The role of the weather and other factors in the success of Brickendon</td>
</tr>
<tr>
<td>Hope</td>
<td>- Establishment of the estate</td>
</tr>
<tr>
<td></td>
<td>- Development of buildings</td>
</tr>
<tr>
<td></td>
<td>- Aspirations of convicts</td>
</tr>
<tr>
<td>Drudgery</td>
<td>- Assigned convicts and servants and their tasks</td>
</tr>
<tr>
<td>Plenty</td>
<td>- Harvest time</td>
</tr>
<tr>
<td></td>
<td>- Use of buildings</td>
</tr>
<tr>
<td></td>
<td>- Water storage</td>
</tr>
<tr>
<td>Connections</td>
<td>- The relationship to neighbours and family</td>
</tr>
<tr>
<td></td>
<td>- Support and exchange of convict labour and equipment</td>
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<tr>
<td></td>
<td>- Relationship to Longford</td>
</tr>
<tr>
<td>Fear</td>
<td>- Of bushrangers</td>
</tr>
<tr>
<td></td>
<td>- Of and by convicts</td>
</tr>
<tr>
<td></td>
<td>- Of drought and crop failure</td>
</tr>
<tr>
<td>Power</td>
<td>- The relationship of the Archers to their assigned convicts</td>
</tr>
<tr>
<td></td>
<td>- The role of the Archers in the local community</td>
</tr>
</tbody>
</table>
Excerpts from a convict’s diary, circa 1829

**Today in 1829**

Read the diary below to discover what was happening at Brickendon today in 1829

19th August 1829

**Wednesday**

A fine night & day. Cold and wet toward night
Quarrelled with Thomas. Wrote him and William
Ploughs: One team of Six on the Butt Lands at M Garret’s End.
Two sent over having been repaired. An Iron Dray, Plough and a Wheel plough
Jobbing: A Team drawing logs to the sawpit
A Team of Six with two Carts & 4 men moving the Earth from the main drain
Drainage: Padgett and Forster at the main drain thro the first swamp towards the end of the long circular swamp to meet the drain through the middle of it.
Fetton Not Well
Leech for absenting himself from the farm on false pretences and treachery in and worried by the attempt to involve Welsh in a difficulty respecting a sheep supposed to belong to Capt Dutton’s flock had up to Capt. Smith’s and received 25
Burrows deepening the main drain up Lyttleton’s swamp
Fencing: Fennell and Lowen
Palmer and Cotton
Macintosh Ten Pounds of 2 1/4 inch Brads
Morgan with Woolstencroft hauling trees
Spratley: Weakly in health. Not working today
McJames and Jenks: finished repairing & altering the two ploughs & a cock of another as above

23rd August 1829

**Sunday**

Moore here
Stormy night with much rain, the day very stormy with very frequent and heavy rain.
The Swamps in front are much increased and the new drain opposite has run out an increasing stream all the day. The ground about the stock yard & bullock yard and toward the ploughed lands seemed a sheet of water
I kept house all day.

Padgett & Fetton sent from Mr Spode a letter written by these offering their service to the Govt to make blankets etc.
Objectives of Study

There is a strong tradition of using themes to classify and assess heritage sites and organise historical materials and ideas. Themes can also be used in tourism to link disparate regions, shape tourist itineraries and provide multiple interpretations of the same space. The principle aim of this study was to develop a set of themes for the interpretation, marketing and development of cultural heritage tourism products and services in Australia.

The themes aimed to provide an overarching framework that:

- is relevant and applicable to the range of heritage properties, geographic regions and tourist groups that exist in Australia
- reflects the diversity of heritage in Australia
- provides accessible and challenging interpretation of the past
- attracts tourists
- enhances visitor experiences of heritage
- can be understood across a spectrum of expertise: academics, heritage managers, tourism operators, and visitors.

Methodology

The study was conducted as a desktop study divided into four stages:

- Stage 1: Identified and evaluated a range of existing heritage thematic frameworks.
- Stage 2: The study collated the existing frameworks to develop a comprehensive list of heritage themes.
- Stage 3: Began the process of testing the new terms for their applicability to a range of recognised heritage site types and areas.
- Stage 4: Identified future directions for the study, including identifying any needs for further testing and consultation.

Key Findings

The following principles emerged as important for the development of a new thematic framework:

- Emotion is a key mechanism to engage new audiences.
- New themes should be cross-checked with traditional historical terms.
- Evocative themes connect tourists and heritage without a need for prior knowledge.
- Themes should encompass the ordinary/everyday and extraordinary/unique.
- Themes should have the capacity to reflect historic, natural and Indigenous values.
- Users should be able to add to the thematic framework.
- The language of the thematic framework needs to be active and dynamic.
- The framework should facilitate connectivities between different types of heritage sites and between the past and present.

Recommendations

The thematic framework developed through this study is provocative and experimental. It advocates the use of human emotions to engage audiences and develop new readings of the past. Significantly, this new thematic framework for Australian heritage tourism was developed through a systematic process, and its rationale is informed by recent trends in heritage assessment and interpretation. The systematic approach minimised duplication, capitalised on strengths, and avoided known problems of existing frameworks.

It was extended through advances in recent research and interpretation that regards human emotion as central to tourist engagement and motivation. Both heritage studies and heritage tourism research recognise that human stories hold people’s interest in the past, and that emotions are a common human experience which can be used to reach a diversity of audiences. The thematic framework was therefore developed through a synthesis of traditional heritage and evocative terminologies.
The study developed a new core thematic framework and conducted preliminary testing through the desktop study. Further stages of this study are recommended to refine the language and style of the themes through testing in applied heritage tourism contexts. This may result in further modification. There is a need for further stakeholder consultation and feedback to enhance adoption of the framework by the traditional heritage sector as well as tourism operators.

Ultimately the framework will be used by a wide range of heritage tourism operators and managers. A user-friendly kit will assist these groups to use the framework to create engaging heritage tourism products and interpretation, establish market differentiation, and cooperate in regional marketing through the development of complementary heritage attractions.
Examples of application of ‘Essential Australia’ thematic framework

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<tr>
<th>Goldfields</th>
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<th>Quest</th>
<th>Belief</th>
<th>Chance</th>
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<td>Drudgery</td>
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“The chance to experience something unique, beautiful, rare, and authentic or of great cultural significance provides a strong appeal for tourists. The market appeal of heritage places is related to, and can be closely linked to, their recognised heritage significance. Significance can be one of the key selling points for tourism products.”

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