

Heritage Tourism

South Australia's Strategic Direction



Additional background resources and information

This annotated bibliography provides an overview of additional resources and studies that may be useful for understanding the connection between heritage and tourism, and some of the challenges and opportunities. It is not provided as a comprehensive list of all available resources.

Economic Value of Heritage Tourism - Adelaide

Tourism Research Services, 2015: <https://d31atr86jnrq2.cloudfront.net/docs/report-the-economic-value-of-heritage-tourism.pdf?mtime=20190409173739>

This study analysed the direct visitor expenditure applicable to heritage tourism in the City of Adelaide. This included a visitor expenditure survey whereby 400 visitors were surveyed. Heritage featured as a motivation for visiting aside from the activities undertaken there. Cultural heritage tourism in Adelaide was valued between \$111m and \$375m in 2013/14 based on spending of \$871 per respondent, with visitation of 2.722m at that time. The full survey is included in the report. The spending is based on visitors only and does not include those who work in or live within 100km of the City of Adelaide. The direct expenditure method was used to analyse the spending.

Australian Heritage Tourism Directions Paper

National Trusts of Australia, 2018: www.nationaltrust.org.au/wp-content/uploads/2019/07/Australian-Heritage-Tourism-Directions-paper-.pdf

This directions paper argues that heritage tourism throughout the world is on the increase as 'tourism across the globe is becoming more about journeys and experiences than simply viewing or visiting places and destinations' (p.2). The paper further argues that due to this global rise in heritage tourism, heritage tourism within Australia has great potential however more needs to be done to better support and monitor its contribution. The paper recommends that a National Heritage Tourism Working Group should be established to help support heritage tourism and lift its profile. Furthermore, this National Heritage Tourism Working Group need to work closely with Tourism Research Australia to develop 'a dedicated national tourism research program to inform business planning, provide strategic insights for product development and marketing and demonstrate social, environmental and economic return' (p.3).

Built Heritage and the Visitor Economy – the case for adaptive reuse

Mawland Group & Tourism Transport Forum, 2017: www.ttf.org.au/wp-content/uploads/2017/02/TTF-Adaptive-re-use-of-built-heritage-report.pdf

This aim of this report was to consider the value of heritage and adaptive re-use for tourism purposes. The value of heritage is not just in preservation but also in adaptation and use which then can also allow economic, environmental and social objectives to be achieved as a benefit to both the public and government, allowing greater return on investment. Despite this, many of Australia's heritage assets are not always leveraged most appropriately and effectively. Scale and cost is identified limiting factors. Other factors that could be limiting private sector investment in adaptive reuse include unclear management plans, process ambiguity and inconsistency, delays, duplicative regulatory frameworks, and insufficient incentives. TTF believes that policy reform and a whole of government approach is required to address these issues.

Inquiry into Heritage Tourism and Ecotourism in Victoria

Environment and Natural Resources Committee, 2014: [www.parliament.vic.gov.au/images/stories/Ecotourism/ENRC - Inquiry into Heritage Tourism and Ecotourism - Final Report.pdf](http://www.parliament.vic.gov.au/images/stories/Ecotourism/ENRC_-_Inquiry_into_Heritage_Tourism_and_Ecotourism_-_Final_Report.pdf)

In 2012, Victoria's Environmental and Natural Resources Committee (ENRC) was tasked with examining the scope of ecotourism and heritage tourism in the state, potential for development of both, and whether the local industry was sufficiently advanced to manage increased tourism. Also examined were best practice, and environmental and heritage issues associated with large scale tourism in order to identify how Victoria could become a leader in ecotourism and heritage tourism.

Findings included:

- Inadequate infrastructure constrains both industries (accommodation, signs, rails, tracks, telecommunications, interpretation and info centres).
- Heritage tourism sites are impacted by ongoing issues of maintenance and restoration.
- Successful heritage tourism must do more than simply conserve a building, it must tell a story relevant to an audience.
- World heritage listing is a driver of increased tourism but such sites must be well managed and have supporting infrastructure. Listing on its own does not create meaningful or engaging experiences for visitors.
- Visitors will travel to experience well-developed products in unique destinations.
- Heritage sector workforce is largely volunteer dominated.
- Little connection between historical associations and preservation groups and the broader tourism sector.
- Preservation of heritage buildings and streetscapes is essential to boosting the appeal of regions. Historic streetscapes have a value as a backdrop for tourism.
- Role for both state and local government in encouraging the preservation and adaptive reuse of heritage buildings for tourism.
- The benefits of integrating ecotourism and heritage tourism to provide more engaging and immersive experiences.

Cultural and Heritage Tourism in Australia

Tourism Transport Forum, 2016: <https://www.ttf.org.au/wp-content/uploads/2016/06/TTF-Cultural-Tourism-2016.pdf>

This powerpoint summary of a report on Australia's cultural and heritage tourism market showed that it contributed \$110b to the visitor economy in 2015. 'Tourism patronage also underpins the viability of our cultural institutions and major events, providing high-yielding visitors who typically stay longer and spend more'. This report included cultural events and sites, including indigenous tourism and built heritage.

Cultural tourism demand increased between 2014 and 2015 and was expected to increase as international visitors showed an increasing demand for cultural and heritage activities. Aside from traditional markets increases in international visitors rose for the following markets:

- China (+8pt, 56% to 64%)
- Singapore (+6pt, 38% to 44%)
- Hong Kong (+6pt, 50% to 56%)
- Indonesia (+5pt, 47% to 52%).

Churchill Fellowship Report: Visitor accessibility and experience at heritage sites

Dr Caroline Butler-Bowdon, August 2018: [www.churchilltrust.com.au/media/fellows/Butler-Bowdon C 2017 Visitor accessibility and experience at heritage sites.pdf](http://www.churchilltrust.com.au/media/fellows/Butler-Bowdon_C_2017_Visitor_accessibility_and_experience_at_heritage_sites.pdf)

This report documents Dr Butler-Bowden's investigation into the best new global models of visitor accessibility and experience at heritage sites in England, Scotland, Denmark, USA and Canada. Six factors of a successful heritage site are identified including precinct thinking, continuous evolution, immersion and emotional engagement, seasonality and tailored programs for different audiences. Heritage tourism enables heritage sites to evolve and find new purpose, saving them from lack of relevancy and unsustainability. Museums and heritage places are increasingly placing visitor needs and motivations at the centre of operations, moving beyond information and interpretation to provide opportunities for engagement and personal connection. The examination of world heritage townships and the creation of precincts and districts demonstrates potential for the application of broad place making principles within South Australia's State Heritage Areas and historical townships to produce outcomes that benefit both resident communities and visitors.