

COMPENDIUM OF ABSTRACTS (Alphabetical Order by First Author)

CULTURAL HERITAGE TOURISM IN CHINA – A GOOD SERVANT AND A BAD MASTER

Neville Agnew, Martha Demas, Sharon Sullivan & Kirsty Altenburg

The Getty Conservation Institute and the Australian Heritage Commission are working with the management of two World Heritage Sites in China: the Mogao Grottoes in Gansu Province and the Qing dynasty Imperial Summer Resort and Outlying Temples in Chengde in Hebei Province to develop master plans and implement selected components in accordance with the Principles for the Conservation of Heritage Sites in China (the China Principles). At both sites visitor numbers are increasing in line with the general trend of the country. Domestic tourism numbers in China dwarf those of any other country and increasingly international visitors contribute to the expanding tourism industry. Tourism generates large incomes and serves also a nationalistic purpose by demonstrating China's rich and powerful history; but on the negative side there is a stampede to draw more and more visitors without due management strategies to protect the resource. The problem is compounded by tourism authorities that in some instances have attempted to take over the visitor management role with serious consequences for the sites' authenticity and sustainability. The situation at magnet sites in China is at critical juncture and among the key issues that emerge at Mogao and Chengde (and other sites in China) is the management of visitors, including site capacity, and the need to ensure that visitors' experience is a good one.

These two papers will discuss the general situation at these sites in the context of heritage tourism in China today, identify issues, and outline the heritage management responses being developed with the authorities.

Dr Neville Agnew is principal project specialist at the Getty Conservation Institute. He participated in many international conservation projects, is a former board member and chair of the National Center for Preservation Technology and Training, USA. In 2000 he received the Friendship Award from the People's Republic of China.

Dr Martha Demas joined the Getty Conservation Institute in 1990. She currently manages the Mosaics Project, which addresses issues of in situ conservation of mosaics, and the China Principles project, which is aimed at developing and applying national guidelines for conservation and management of cultural heritage sites in China.

Professor Sharon Sullivan is acting Chair of the Port Arthur Historic Site Management Authority and Chair of the National Cultural Heritage Forum. She is a consultant for the Australian and Chinese Governments, World Bank, World Monuments Fund and Getty Conservation Institute. She is Adjunct Professor, University of Queensland and James Cook University, Fellow of the Academy of Humanities, member of Australia ICOMOS Executive and AIATSIS.

Ms Kirsty Altenburg has worked for the Australian Heritage Commission (AHC) and Department of the Environment and Heritage since 1995, assessing heritage places and providing advice on cultural heritage management. She has worked on the China Principles project with the AHC, the Chinese State Administration for Cultural Heritage and the Getty Conservation Institute in China since 1997.



PROMOTING, MANAGING AND SUSTAINING CULTURAL TOURISM IN PLACES OF HISTORIC SIGNIFICANCE – SOVEREIGN HILL A CASE STUDY

Melinda Anderson

Sovereign Hill is an internationally acclaimed outdoor living museum that brings to life Australia's 1850s goldrush heritage. Built on the site of a rich alluvial goldfield in Ballarat, Sovereign Hill is committed to presenting the mining, social, cultural and environmental heritage of the region and its impact on Australia's national story.

This presentation will focus on the strategies employed to ensure financial, cultural and environmental sustainability of the museum, operating successfully over 34 years, including:

- Change and adaptation – commitment to continuous improvement. We constantly question and challenge what we do to stimulate progress.
- Diversification - Sovereign Hill develops dynamic programs to attract a diverse range of markets.
- Financial management – We are a private not for profit organisation that does not receive any recurrent government funding. Profits are re-invested into the museum, with emphasis on product development.
- Revenue generation – We invest in infrastructure that increases yield. Our accommodation and nightly sound and light show have become the principal economic drivers to sustain Sovereign Hill's operations.

Ms Melinda Anderson is Director - Marketing for the Sovereign Hill Museums Association, Ballarat. She is responsible for the marketing of the Associations' museum assets: the Outdoor Museum within Sovereign Hill, the Gold Museum, the night-time sound and light show Blood on the Southern Cross, and Narmbool, a 5000 acre pastoral property.

"NORFOLK'S UNIQUE EXPERIENCE"

David Buffett

The Kingston and Arthur's Vale Historic Area on Norfolk Island is a conservation area and tourist destination. It is actively used by the community for a range of functions including government, recreation, trade, religion, cultural events and sport. The paper will briefly describe the site and its series of settlements. Tourism here commenced in a small way from the earliest settlement and has grown gradually to be a major contributor to the economy.

At KAVHA there are tensions between community use, conservation and tourism. Many of the uses are culturally significant and their continuation is part of conservation but requires change to the significant fabric. Examples of unresolved tensions are at the cemetery where tourists peer at private burials ceremonies or at the Anniversary Day picnic where tourist operators sell tickets for tourists to watch local families picnicking. There are a range of land tenures and private leaseholders feel they are disadvantaged in the historic area. Resumption of leases has led to tension in the community. The community favours old style 'restoration' rather than current conservation approaches to conserving ruins.

The paper will examine how such tensions are managed through the planning system, by the management board and in the works program.

The Hon. David Buffett AM – M.L.A. is Chairperson of the Kingston and Arthur's Vale Historic Area Management Board (KAVHA). He is a Norfolk Islander of Pitcairn descent who has been Chief Minister, Minister for Tourism, Minister for KAVHA and Chairperson Norfolk Tourism Board. David was instrumental in the formation of the new KAVHA Management Board in 1989 and in negotiating joint funding between governments.

HERITAGE TOURISM: PUTTING POLICIES INTO PRACTICE

Peter Cahalan and Lyn Leader-Elliott

Sustainable heritage tourism requires active involvement of the tourism industry, heritage managers and the local community in developing and managing heritage tourism product. It also aims for a positive visitor experience.

A heritage tourism strategy for the Birdsville and Strzelecki Tracks has been developed around the principles of cultural and environmental sustainability. Strong partnerships between heritage and tourism organisations were built during the project. This assisted the adaptation of some of its recommendations to suit another outback track, the Oodnadatta Track, which has higher tourism product development priority than the Birdsville and Strzelecki.

The South Australian Tourism Commission has focused on working with communities to develop interpretation which reflects community priorities and modes of storytelling. Interpretation outcomes have been shaped by what communities wanted to say and how they wanted to say it. Although the practice on the ground has not directly followed the report's recommendations, its key principles are guiding the ongoing work.

Working with the central elements of sustainable and successful heritage tourism policies requires constantly negotiating and adapting strategies to deliver beneficial outcomes for travellers, heritage managers, businesses and other community members. The South Australian experience shows that, though it may be slow, this approach does produce constructive outcomes for tourism and for local communities.

Mr Peter Cahalan is the Manager, Interpretive Programs at the South Australian Tourism Commission. Before that he worked in the museums sector for many years. He is responsible for developing the Commission's cultural tourism strategy.

*Ms Lyn Leader-Elliott, is Senior Lecturer in Cultural Tourism at Flinders University. Her research and consultancy focus on applying the theories of sustainability to cultural and heritage tourism. Publications include *Tourism with Integrity* (1999), the heritage tourism section of the *Heritage of the Birdsville and Strzelecki Tracks*, and *Creating the Barossa in Fabric* (2004).*

The Hybrid Mind

Jason Clarke

We are not an industry, at least not in the conventional sense of the word.

We're more like a massive collision of disciplines and philosophies, an irritating but exhilarating cocktail of differences brought together momentarily by the needs of a project. We've seen how you can throw together very different people into an amazing stir fry of ideas and expertise and somehow make it all work...more often than not.

The friction between all the different disciplines can be both exciting and frustrating, but how do you work the diversity to create wonders? Given that we are a hybrid industry, can we continue to cling to our particular points of view or will we need to embrace a broader, more fluid way of thinking? Are our minds as open as they need to be to do what we do?

Jason Clarke Mindworker, problem solver, innovator and lateral thinker. Jason is one of the most sought after creative thinkers in the country and founding father of Minds at Work, a commercial collective of professional thinkers hell bent on changing the world. He currently teaches both in logic and creativity as part of the Masters of Business Administration degree at Mt Eliza Business.

GALLIPOLI: A VISITOR PROFILE

Lynne Dore

Battlefield tourism (or pilgrimage) is not a new phenomenon, and worldwide battlefields have historically drawn large visitor numbers. Not only are battlefield cemeteries places of mourning and remembrance, they are also as the historian C.E.W. Bean forecasted (for Gallipoli, Turkey) places of pilgrimage and tourism. Such places offer a myriad of experiences and Governments worldwide are quick to recognise and appreciate the value of these sites, both from a nationalistic and economic perspective. Such nationalistic and economic strategies are evident in the re-positioning of the Gallipoli battlefield as a 'Peace Park' and the recent addition of a new commemorative site at Anzac Cove.

This paper explores the chronological transformation of the battlefield landscape and provides as a case study of visitors to the historical site. The results of visitor surveys conducted in 2000, 2001 and 2004 provide an insight into the motivations and expectations of visitors and assists in the ongoing development of a 'thanatourism' model. The research also provides a glimpse of the overall management problems associated in developing Gallipoli as a tourism destination. The material covers the central themes of sustainability, viability and accessibility in that it discusses the development of the landscape, need for infrastructure, understanding visitors, their motivations, expectations and experiences.

Ms Lynne Dore (BA Hons) is undertaking a Master of Research degree in the Department of Archaeology, La Trobe University, Bundoora. Lynne has a background in contract archaeology, business, community development and tourism. Her interests lie in aspects of Thanatourism (Dark Tourism) and the spatio-temporal transformation of landscapes to facilitate tourism.

FROZEN IN TIME – THE REPOSITIONING OF A NEW ZEALAND HERITAGE BIRTHPLACE!

Scott Elliffe

When the New Zealand Historic Places Trust employed a full-time Manager at Totara Estate in 2001, it set off on a journey to reposition a number of its key heritage sites. The aim was to 'lift the bar' on historic site interpretation by unlocking the stories within. Totara Estate in North Otago, made famous as the birthplace of New Zealand's frozen meat industry, presented a suitable challenge. Reduced to opening just one afternoon a week with a part-time Caretaker, the Trust embarked on a major programme of revitalisation, involving extensive meat industry sponsorship and community support. Today, just 3 years later, having completed a significant redevelopment, the Estate operates 7 days a week and boasts an impressive 100% increase in visitor numbers, a 600% increase in admissions revenue and a 3000% increase in retail sales. The journey to reposition the site has been an interesting one. Along the way it's had to balance the interests of sponsors with heritage professionals, wrestled with the concept of branding and design on a heritage site and employed new media and living history interpretation as it sought to retell its story in a refreshing and relevant way! The path to self-sufficiency and sustainability has begun...

Mr Scott Elliffe is Manager, Totara Estate, NZ Historic Places Trust. He has a passion for heritage tourism and the role living history can perform in 'unlocking the stories of the past'. His involvement in the Totara Estate Redevelopment through its delivery and launch used his prior experience as Marketing Director for Auckland Museum.

GIVING THE HERITAGE A ROLE IN THE LIFE OF THE COMMUNITY: MODELS FOR ENGENDERING A PARADIGM SHIFT IN THE TOURISM INDUSTRY IN FAVOUR OF HERITAGE CONSERVATION.

Richard A. Engelhardt

Our heritage is under siege. Time, environment, ignorance, neglect, inadequate financial support and unregulated urban development all take their toll -- but the greatest and most immediate risk to the heritage comes from tourism. Tourism is often singled out for promotion as an economic engine for development because of its assumed potential for unlimited growth. But it is exactly this voracious capacity for growth that makes tourism such a danger to sustainable management of the heritage – the very resource on which tourism depends. What is true for tourism generally, it is all the more evident at World Heritage sites where tourism is heavily promoted, frequently to the point of dramatically and disastrously out-running the carrying capacity of the sites. What should be exemplars of heritage management and sustainable conservation, have become examples of the rapacious over-exploitation of one of the world's most valuable but non-renewal resources – the heritage.

If tourism does not quickly and radically transform itself to become an agent of preservation of environments, cultures and traditions, then there will be no place for tourism in the future development of our societies. To catalyze such a paradigm shift, UNESCO has undertaken to promote what are called the "UNESCO Lijiang Models of Cooperation among Stakeholders for the Sustainable Development of Culture Heritage Tourism." The explicit objective is to change the currently relationship between tourism and heritage conservation into a constructive partnership

Mr Richard A Engelhardt is the UNESCO regional advisor for culture in Asia and the Pacific. As Head of the UNESCO Office in Cambodia, he launched and directed the international safeguarding campaign for Angkor during the 1990s. He has been awarded a Cambodian knighthood and decorated by the governments of China, the Philippines and Viet Nam for his services to the conservation of cultural heritage.

DOING TIME WITH PENTRIDGE PRISON: THE EXPERIENCES OF ONE LOCAL GOVERNMENT CHALLENGED WITH THE PRIVATISATION AND SALE OF A MAJOR PUBLIC CULTURAL HERITAGE TOURISM ASSET

Rachel Haynes and Anne Vella

A bluestone edifice, the former HM Prison Pentridge sits incongruously within Melbourne's suburban landscape. Located 9kms from the Melbourne CAD, it is within the Coburg 'Principal Activity Centre'. Built in 1851, Pentridge has witnessed many events that confirm its place in Victorian history: containing Ned Kelly's final resting place, it is Victoria's oldest, largest and most important nineteenth century penitentiary. Decommissioned by the Victorian Government, Pentridge was sold to private developers in 1998. Sale conditions placed little emphasis on public accessibility, cultural heritage tourism, management structures, or integration of redevelopment with the existing community.

In an age of privatisation, the sale of major public assets like Pentridge is increasing. How then can we protect public interest without debilitating investment?

This paper examines this question through the experiences of Moreland City Council in its attempt to represent its community and during the redevelopment of a privatised major cultural heritage tourism asset. This paper will examine implications:

- for local authorities regarding future management and enforcement of public accessibility under a highly privatised 'body corporate' model – things to watch out for;
- under the current Victorian legislative framework;
- arising from the need to ensure a 'gated community' is not created in a 'Principal Activity Centre'.

Ms Rachel Haynes is the Strategic Planning Team Leader at Moreland City Council. Rachel oversees proactive planning for identification and statutory management of heritage places (both private & public) and tourism within the city.

Ms Anne Vella is the Major Projects Officer at Moreland City Council. Anne's primary brief is the Pentridge Prison Redevelopment.

OF VALUES, INTEGRITY, AND STEWARDSHIP: MEETING TODAY'S CHALLENGES

John H. Jameson

Globalization is changing our world. Tourism depends on the rules and regulations of a globalized and increasingly dynamic market, with the respective consequences for planning complexity and diversity of participating players. It is important for those of us who manage, study, and present the past to be aware of how the past is understood within the context of socio-economic and political agendas and how that understanding influences what is taught and how it is valued, protected, and used. Cultural heritage tourism, with its ties to the currents of rapidly evolving global economies, is causing increasing needs and demands for cross-cultural and international communication and interdisciplinary training. In many developing countries, heritage management is emerging as a critical component of national economies to promote tourism and to structure development initiatives. Development schemes focus on sustainable concepts that encourage both the preservation of resources and the recognition of socio-economic values of local people. Stewardship, defined as a long-term commitment to protecting and managing cultural values and their associated physical and nonphysical aspects and integrities, should be a central theme in public interpretation programs. The effects of cultural tourism have increasingly become important elements of interpretive messages at many parks, historic sites, and museums.

John H. Jameson, Jr., is a senior archaeologist with the U.S. National Park Service's Southeast Archaeological Center in Tallahassee, Florida. An internationally recognised leader in public archaeology, he has developed training courses and workshops for park rangers, educators, and archaeologists on the effective interpretation of archaeological and cultural heritage.

BEYOND THE WHEELCHAIR RAMP: ACCESS TO HISTORIC BUILDINGS FOR PEOPLE WITH DISABILITIES

Edwina Jans

Providing disability access while protecting heritage fabric has not always been a comfortable partnership. Disability discrimination legislation tells us that we must provide access for all. And our love of the place makes us strive towards inspiring in all visitors an understanding and appreciation of our cultural heritage.

But what happens when 'access-for-all, to everything' seems unfeasible? What happens when the need to ensure access-for-all conflicts with our responsibility to preserve the integrity of heritage places for future generations?

This paper argues that the solution to this apparent quandary lies in the application of some simple but profound questions. How can we provide intellectual access, as opposed to physical access, to a site? Why do people visit historic sites? How can we enhance understanding of and empathy for those who once used the place?

Consideration of such questions will undoubtedly improve the 'accessibility' for those who cannot visit, see or hear an historic site. And, perhaps more importantly, the consideration of such issues can enliven and stimulate more general ways of thinking about the 'experience' of an historical site. In so doing, we not improve disability access: we improve access for all.

Ms Edwina Jans has worked at Old Parliament House, the Historic Houses Trust of NSW, and as a museum access consultant for the National Museum of Australia and Museums and Galleries NSW. She specialises in developing policies, plans and programs that increase access to cultural institutions for audiences with special access needs.

"REAL HISTORY IN A LIVING COMMUNITY: CONSERVATION AND TOURISM AT THE ROCKS, SYDNEY"

Ian Kelly

Conserving the cultural significance of an historic place, The Rocks, while satisfying the contemporary requirements of a popular tourist destination presents a range of challenges for a government agency like the Sydney Harbour Foreshore Authority (SHFA).

My paper discusses how SHFA deals with a number of these challenges in The Rocks, including: the demands for physical changes, while maintaining the integrity and authenticity of the heritage items; balancing the pressures of commercial activities with the retention of the precinct's cultural significance; the role of marketing and events in responding to a shifting tourist market; and the drive to achieve economic sustainability.

Critical to SHFA's success in conserving The Rocks are its people, policies and processes. Their roles and responsibilities will also be discussed.

Mr Ian Kelly is currently the Acting Planning Assessment Manager for the Sydney Harbour Foreshore Authority (SHFA) which he joined in 2001. Prior to this he held positions as Principal Heritage Officer, NSW Heritage Office; Assessment and Conservation Manager, Heritage Council of Western Australia; and Lecturer in architectural history and conservation at Curtin University of Technology.

MONITORING HUMAN IMPACT AT OLD PARLIAMENT HOUSE

Ree Kent

Old Parliament House, Canberra, was the home of Federal Parliament from 1927 to 1988. It is now a recognised heritage site and cultural institution concerned with Australia's political history. Old Parliament House currently receives around 170, 000 visitors and 40,000 function attendees each year, and houses around 750 staff, tenants and contractors.

In 2003, Old Parliament House commenced a study to develop a methodology for monitoring changes in the condition of the internal fabric, fittings and collection items in the House. The study was prompted by observations that some parts of the building and collection were suffering wear and tear, potentially threatening their continued use and long-term preservation, and the need to inform management on sustainable visitor numbers and appropriate uses. The extent of heritage fabric decay has implications for the quality of the visitor experience and the long-term sustainability of Old Parliament House as a significant Australian heritage site and a cultural heritage tourist attraction.

This paper describes a range of tools that have been identified or developed to enable an integrated approach to analysing and assessing human impact on the building fabric and collections at Old Parliament House. This program has potential application at many other heritage sites.

Mrs Ree Kent has an Applied Science Degree in Cultural Heritage Management from the University of Canberra. For over three years, she has worked in the Heritage and Collections area at Old Parliament House. Ree is currently Acting Heritage Manager. Her role involves managing the preservation and conservation of the building and collections.

DANCING ON TABLES?:
OLD PARLIAMENT HOUSE'S TRANSITION FROM 'MIXED BUSINESS'
TO HERITAGE SITE, 1992-2004
(CHANGING USE AND PERCEPTIONS OF A HERITAGE SITE)

Ree Kent, Kate Cowie, Steven Fox and Michael Richards

When Old Parliament House opened to the public in 1992, there was with no clear sense of how it would be used. A battle had been fought and won to prevent its demolition in the 1970s and '80s, in recognition of its significant National heritage status. However, the building remained unoccupied after Parliament moved out. In 1992, when the building was hurriedly opened to the public, several different agencies shared responsibility for interpretation and control.

Since then many have worked to research, document, conserve and interpret the heritage values of this much-loved building. Over 170,000 people a year pay to see it and the co-located National Portrait Gallery, and many more attend functions in the building. So, key questions of how best to conserve and manage what was originally only a provisional building have had to be answered. Old Parliament House has pioneered a major ongoing Monitoring of Human Impact Study to guide sustainable levels of use, while inventing new roles which maintain, interpret and extend its significance to new generations of Australians. The days of dancing on the Senate Chamber central table are gone: committed to best-practice heritage management, Old Parliament House faces the future with confidence.

Mrs Ree Kent has an Applied Science Degree in Cultural Heritage Management from the University of Canberra. For over three years, she has worked in the Heritage and Collections area at Old Parliament House. Ree is currently Acting Heritage Manager. Her role involves managing the preservation and conservation of the building and collections.

Ms Kate Cowie is General Manager of Old Parliament House, a major national institution exemplifying best practice in heritage conservation and interpretation. She has a background in Fine Arts and Archaeology and has worked as an archivist and manager in heritage policy and program areas for the Australian Commonwealth government.

Mr Steven Fox has worked extensively within public institutions and the private sector on a range of natural and cultural heritage management projects. Steven is currently the Manager of Heritage and Collections at Old Parliament House, Canberra, responsible for overseeing a diverse program of heritage conservation and interpretation projects.

Mr Michael Richards, Senior Historian at Old Parliament House, trained as an historian at the University of Queensland and James Cook University. He curated a major travelling exhibition for the National Library of Australia for the Bicentennial. He spent the next decade working on the Library's exhibitions, and has been at OPH since 1998.

PALIMPSESTS AND PALEOGRAPHY

Paul Kloeden and Anthony Coupe

This paper will consider the approaches taken to the reading, re-presentation, and re-use of three cultural tourism sites in Western Australia, all of whom have, in their own way, been previously loved to death. The first site is the former Luisini Winery, reputedly once the largest privately owned winery in the southern hemisphere. The second is the former No 1 Pump Station at Mundaring Weir. Built 100 years ago, it housed the CY O'Connor Museum from 1961 until 2000. The third site is Central Greenough, a collection of nineteenth and early twentieth century buildings situated some 400 km north of Perth.

The National Trust of Australia (WA), as custodian of these sites, has recently embarked on a programme of making these sites accessible to the public, a public that is encouraged to read and understand their many layers. In each case the brief given to the consultants, subject to the usual 20 page contract, was simple – “Just don't give us a National Trust Museum.”

The concepts of palimpsests and paleography provide a theoretical framework within which to approach the task and address a number of issues common to any attempt to make a heritage site accessible to the public in a meaningful way.

Mr Paul Kloeden is an historian and writer. Anthony Coupe is an architect and principal of Mulloway Studio Architects. Based in Adelaide they have been engaged in interpreting heritage sites for some years, predominantly interstate and even occasionally in South Australia. Their work has been recognised by numerous awards including the Adelaide Prize and the Design Institute of Australia Award of Merit.

Mr Anthony Coupe is an architect and principal of Mulloway Studio Architects. Paul Kloeden is an historian and writer. Based in Adelaide they have been engaged in interpreting heritage sites for some years, predominantly interstate and even occasionally in South Australia. Their work has been recognised by numerous awards including the Adelaide Prize and the Design Institute of Australia Award of Merit.

WHERE AM I? INTEGRATING CULTURAL LANDSCAPE AND SENSE OF PLACE WITH TOURISM EXPERIENCE

Lyn Leader-Elliott

'Cultural landscape' and 'sense of place' appear in both cultural heritage and tourism discourses. While both terms connect with ways of seeing and experiencing places, 'Cultural landscape' is used more by heritage practitioners and interpreters, and 'sense of place' tends to be used more by tourism and regional planners and destination marketers.

One key challenge for heritage tourism is to seek ways in which the complexity of cultural landscape and place meaning can be presented to tourists so that cultural integrity is respected and the place becomes more accessible. To do this, we need the knowledge and skills base to identify components of cultural landscape and sense of place. Local communities have more access to this than do outsiders

Knowledge of cultural landscape/sense of place elements can be used in tourism product development and marketing. It should also underpin interpretation programs so that place meaning is more accessible to visitors and visitor experience is enhanced.

Art can provide an entry point for visitors to understand the cultural heritage (historic and contemporary) of towns or regions, in much richer ways than tourism marketing achieves. Artworks can also be a tourism attraction in their own right, as in the case of the Stanley murals and the Barossa Valley wall hanging.

Ms Lyn Leader-Elliott, is Senior Lecturer in Cultural Tourism at Flinders University. Her research and consultancy focus on applying the theories of sustainability to cultural and heritage tourism. Publications include Tourism with Integrity (1999), the heritage tourism section of the Heritage of the Birdsville and Strzelecki Tracks, and Creating the Barossa in Fabric (2004).

"WE HAVE AWAKENED A SLEEPING GIANT"

Spencer Leineweber

The Arizona Memorial is the top tourist destination in Hawaii with more than 1.5 million people each year visiting the National Historic Landmark, the most recognized symbol of the Pearl Harbor attack of World War II. The constant interaction between past and present is influenced by issues of an emotion laden icon and the intricate politics of memory and revisionist politics of the 20th century. Older Americans see the Memorial as a lesson that America must never be unprepared again; young Americans see the site as expressing a desire for world-wide peace. Pride and sadness are the primary emotions but that have multiple readings for a very diverse public. Nearly thirty percent of the visitors to the Memorial are Japanese nationals with most being unaware of the details of World War II. While the majority of the interpretation is done by a film and trained Park Service rangers, volunteers from the Pearl Harbor Survivors Association also play a significant part in personalizing the "history" that is told at the site. Kathy Billings, the National Park Superintendent, stated that, "It's our job to tell America's history. America's history is interpreted many different ways. We learn from the people we serve." How the people change the story will be addressed by this paper.

Ms Spencer Leineweber FAIA is Professor of Architecture and Director of the Heritage Center at the University of Hawaii. The Heritage Center promotes the preservation of cultural heritage by providing expertise, research, and documentation within the Asia-Pacific region to increase interaction and cooperation on cultural heritage issues. Ms Leineweber has recently completed a book on the Arizona Memorial.

THE GETTY CONSERVATION INSTITUTE VALUES-BASED HERITAGE MANAGEMENT PROJECT.

Jane Lennon

In 1998 GCI commenced a project examining the role of values in site management, with examples that describe and analyze the processes that connect theoretical management guidelines with management planning and its practical application.

The case studies result from a unique and intense collaboration amongst professionals from the Australian Heritage Commission, Parks Canada, English Heritage, the U.S. National Park Service and the Getty Conservation Institute. They examined Chaco Culture National Historical Park in the United States, Grosse Île and the Irish Memorial National Historic Site in Canada, Port Arthur Historic Site in Australia, and Hadrian's Wall World Heritage Site in England. The cases can be found at <http://www.getty.edu/conservation/resources/reports.html>.

The project showed how in each case heritage management is, at its most basic, the process of articulating and then reconciling different values. Each heritage place was managed in accordance with conservation legislation and management plans, yet the very process of planning highlighted competing values and interests which needed to be resolved in the plan. The project has important lessons for how heritage is actually managed, how practitioners are moving from site 'dictators' to community 'facilitators,' how tourism and presentation of site values can be reconciled with the obligation to protect cultural values.

Adj Prof Jane Lennon AM, a founding member of Australia ICOMOS, is a Brisbane based consultant and currently a member of the Australian Heritage Council. She has a long association with Port Arthur –her M.A. the Broad Arrow Café conservation management plan, and the Australian representative on the Getty Conservation Institute values-based management project.

GOTHIC SILENCE OR POSTMODERN DECONSTRUCTION? PRESENTING THE VALUES BASED STORIES OF HERITAGE PLACES OF NATIONAL SIGNIFICANCE

Jane Lennon

Cultural tourism promotions run the risk of a postmodern pastiche of messages, but Australia's new values-based National Heritage List provides an opportunity for managers of heritage places to reassess historic themes relating to their places. Thematic frameworks are also useful for site interpreters and tourists to gain a richer, more layered perspective on the values of the place through time and across space. It should enable a multivocal approach to understanding the place.

Government responsibility for heritage places is now a three tiered system and at each level the threshold of values differs. Local values relating to the resident community are the responsibility of local government through its planning scheme controls and provision of parks and gardens, recreation and library facilities. State –wide heritage values should be recognised in the State Heritage Register, while national heritage values relate to outstanding stories in the course or pattern of Australia's history. The convict sub-theme of peopling Australia is a well known story and the Port Arthur site presents the opportunity for examining all three levels of values.

Adj Prof Jane Lennon AM, a founding member of Australia ICOMOS, is a Brisbane based consultant and currently a member of the Australian Heritage Council. She has a long association with Port Arthur –her M.A. the Broad Arrow Café conservation management plan, and the Australian representative on the Getty Conservation Institute values-based management project.

TOURING THE ANCIENT CITY OF NEA PAPHOS (CYPRUS)

Jennie Lindbergh

Since 1995, the University of Sydney Paphos Expedition has excavated the Greco-Roman theatre overlooking the harbour of Kato Pafos on the southwest coast of Cyprus. Kato Pafos is the modern name for the ancient capital of Cyprus, Nea Paphos, now a World Heritage site and popular tourist destination. The theatre is just one attraction among the many residential and civic buildings dating to the Roman and Crusader periods within the city walls. Tourists are attracted by the climate, the harbour, beaches, nightlife and the remains of the ancient city.

Over succeeding seasons, the Australian team has witnessed the transformation of Kato Pafos, with the construction of more hotels, bars, supermarkets and the development of an Archaeological Park adjacent to the harbour. The local community and Council are supportive of the Australian team and their work on the theatre and have expectations for the theatre to again be used for the cultural events once the archaeological excavation is completed.

This paper explores the impact of tourism on the remains of the ancient city and the implications of the future reconstruction and use of the theatre in the face of the competing interests of maintaining heritage values and tourism.

Ms Jennie Lindbergh, has over fifteen years experience as a consulting archaeologist and heritage consultant and is currently a Senior Consultant and industrial archaeologist with Godden Mackay Logan Pty Ltd, Heritage Consultants. Since 1996 she has been a member of the University of Sydney Paphos Expedition in Cyprus.

LOVING IT TO DEATH: A CRITICAL EXAMINATION OF WAYS TO SUSTAIN CULTURAL HERITAGE BY VISITING HONG KONG, MACAU & KAIPING, LOCATED IN THE PEARL RIVER DELTA AREA, GONAGDONG, CHINA

David Lung

A major phenomenon in a socially sustainable development is the challenge of maintaining cultural vibrancy and reinforcing the identity of a city. This is the notion of “cultural capital” which includes the intangible long-term economic and cultural traits which enriches the city and the lives of its people. It is the critical element that holds an urban society together and keeps it sustainable to the future.

This paper, which gives an overview of the concept of sustainability and examines its interrelationships between cultural and economic resources, echoes the conference theme. It argues that culture is a form of capital which can bring benefit not only to tourism and economic growth of the city, but most importantly, it is also a way to maintain cultural identity of the place and its people. Hence, this paper investigates the ways in which public and private sectors can engage in mechanisms whereby long term benefits of making cities into a cultural capitals through the examination of 3 cases, namely: Hong Kong, Macau and Kaiping, a rural township in the province of Guangdong, China.

This paper concludes with recommendations or directions suggested to governments in considering ways to manage cultural resources and to prioritize them as long-term investments to enhance the level of cultural sustainability of the cities.

Professor David Lung is the Founding Director of the Architectural Conservation Programme at Hong Kong University and vice chairman of ICOMOS/China. He has served as a member of the UNESCO Asian Heritage award judging panel; consultant to World Bank on heritage conservation projects and headed research teams in drafting applications for World Heritage Listings for Macau and Kaiping, China.

THE HERITAGE TRYST - FLIRTING, CONSUMMATING & CHALLENGING THE PARTNERSHIP

Jo Lyngcoln, Pete Smith and Deb Lewis

Tasmania's rich and unique cultural heritage is increasingly recognised as a key contributor to our sense of place, quality of life, visitor experience and economic development. In 2002, the Tasmanian Government established the Department of Tourism, Parks, Heritage and the Arts to draw together some of the state's key sectors to better protect, conserve, present and promote our cultural heritage for locals and visitors today, and future generations. This presentation will provide an overview of this work and our key strategies and approaches to help illustrate how Tasmania connects with, embraces, loves and respects our heritage while facing the challenges inherent in the partnership.

Ms Jo Lyngcoln – Historic Heritage Officer, Parks & Wildlife Service. Jo has had an active role in historic heritage conservation on Government heritage sites in Tasmania for over fifteen years and is currently working toward promoting high standards of conservation practice in Tasmania's National Parks and Reserves.

Mr Pete Smith BSW MPA is the Manager of the Tasmanian Heritage Office. Pete has a keen interest in heritage and is a proud Tasmanian, with a professional background in social work and public administration in the area of health and human services.

Ms Deb Lewis is Manager Cultural Heritage Tourism, Tourism Tasmania. Deb brings broad experience in the hospitality and tourism industries to her current role in cultural heritage tourism and is actively engaged in the implementation of the Tasmanian Experience Strategy.

MANAGING VISITOR IMPACT AT JENOLAN CAVES

Richard Mackay

Jenolan Caves Reserve, a karst landform within the Greater Blue Mountains World Heritage Area, is an extraordinary tourist destination, boasting a spectacular, but fragile, natural environment and a rich cultural heritage. Unless carefully managed, increasing visitation to Jenolan could have serious adverse environmental and social consequences.

A social and environmental carrying capacity study has been an integral part of the planning process at Jenolan. This project, which included examination of international precedents, resulted in an innovative visitor impact management system.

Monitoring programs are in place for a range of geophysical, biological and social/experiential conditions, covering matters such as air quality, hydrology, humidity, dust and visitor experience. The system seeks to identify relevant factors, desired conditions and outcomes, causal relationships and indicators to be monitored. The results are now being used as input to management decision making.

The Visitor Impact Management framework provides a structured basis for dealing with the potential for increased visitation, while at the same time lessening environmental impacts and enhancing visitor opportunities and experiences. The process enables the Jenolan Caves Reserve management to measure and understand the effects of particular actions on both visitors and natural and cultural resources.

Professor Richard Mackay, AM is a Director of Godden Mackay Logan, Heritage Consultants, and Adjunct Professor at La Trobe University. He was the team leader for the Port Arthur Conservation Plan. As former Chair of the Jenolan Caves Reserve Trust, he has pursued visitor impact monitoring as a tool for heritage management.

TELLING THE STORY BY HOOK OR BY CROOK - THE SKULDUGGERY EXPERIENCE

Hamish Maxwell-Stewart

Heritage trails are relatively expensive to implement and present limited opportunities for interpretation and visitor interaction with local communities. This paper will explore a Tasmanian project designed to address some of these difficulties - Skulduggery: Unsolved Crimes of the Heritage Highway. Instead of a series of signs - this new approach to cultural heritage tourism is book based. It consists of a series of 19th century detective stories that can only be solved by visiting the scene of the crime and collecting clues from participating businesses. Skulduggery is designed to work on a number of different levels. Perhaps most importantly, however, it serves as a vehicle for transforming social history into an accessible experience that retains a sense of integrity (in terms of both place and human agency). The paper will outline the logic and mechanics of the project and suggest ways in which future approaches to heritage tourism could benefit from the lessons of Skulduggery.

Dr Hamish Maxwell-Stewart is a lecturer in the School of History and Classics, University of Tasmania. He has authored several works on convict transportation and has an interest in cultural heritage interpretation and assessment.

Loving it to death

IT'S NOT THE TOURISTS LOVING IT TO DEATH...JUST LOOK AT THE ECONOMICS

Simon McArthur

Traditionalists hang on to the hope that governments will find more public funds to better manage heritage, and that meanwhile, the most significant heritage tourism sites should continue to be managed and operated by the public sector. This presentation will argue for the opposite view – that while these sites should remain in public ownership, they are being loved to death by their public sector managers, starved of sufficient resources and vision to conserve, present and interpret to contemporary market needs. The presentation will argue that many more sites should be operated by cultural tourism companies that bring forth new funding, expertise, vision and passion. These strengths can create innovative experiences and attract a wider range of visitors that will result in greater appreciation, understanding and support for the conservation of heritage. The economic imperative to reform the way we view sustainable tourism at our landmark heritage sites will be demonstrated using various economic tools and the specific case for leasing and adaptation of the North Head Quarantine Station. It will contrast the risk associated with the public versus private sector operations, and show how the tourism industry can add more value, when given a fair and flexible operating environment.

Dr Simon McArthur has 17 years experience working with ecotourism and cultural tourism planning, development and operations across the world. He straddles the divide between the tourism industry and heritage managers, creating and managing special interest tourism operations that are authentic, minimal impact and sufficiently viable to conserve the site that they depend on.

INTERPRETING SENTIENT LANDSCAPES

WHERE PAST AND PRESENT CONVERGE- SOMERSET, CAPE YORK

Susan McIntyre-Tamwoy

Somerset, Northern Cape York, Queensland is visited by over 10,000 people per year. Most come exploring a side track on their northern adventure or 'trip to the Tip'. They are lured to Somerset by romantic stories told by 4WD tour guides about the failed settlement of Somerset. There are no buildings at Somerset and most tourists fail to notice or understand the unprotected archaeological remains. Preparing a Conservation, Management, Interpretation and Tourism Plan for the site within its landscape context, challenged us to present the story of European settlement in a way that doesn't overwrite the continuing Aboriginal significance of the area. This has meant finding appropriate ways to reveal the cosmological forces at work in the landscape to tourists by weaving the stories of European invasion, the pre-contact past and contemporary beliefs about the landscape into a presentation which both enriches visitor experiences at the site and fosters cross cultural understanding.

This paper outlines my approach to negotiating tensions between popularist accounts of the history of the area and Aboriginal owners experience and traditions; cultural restrictions on access and how to present these to tourists so that they are respected; planning needs of the area versus immediate infrastructure required to prevent threatening processes.

Dr Susan McIntyre-Tamwoy is a heritage consultant based in Sydney. She has held senior public sector positions in NSW. She has degrees in archaeology and anthropology from the University of Sydney and James Cook University. She has strong professional, research and family ties to the Aboriginal communities in Cape York.

CHALLENGES TO MANAGE THE WORLD HERITAGE LISTING OF THE ROYAL EXHIBITION BUILDING AND CARLTON GARDENS

Leah McKenzie

In July 2004 the World Heritage Committee inscribed the Royal Exhibition Building and Carlton Gardens in the World Heritage List. The site is predominantly used as a public park for the local residents and visitors to the city and the building is used for exhibitions. Museum Victoria undertakes guided tours and it is part of a tourist trail "The Golden Mile". The inscription is based on the authenticity of the Building and Gardens. The authenticity is not just that they still survive in a good state of preservation but that they are unique in still being used for the same purpose for which they were designed and built. The fact that the Royal Exhibition Building is still used as an exhibition venue is one of the more powerful arguments for the listing of the building and gardens. It is important that the Royal Exhibition Building and Carlton Gardens continue to host exhibitions both international and local, yet they will now need to accommodate an increased tourist demand to visit the site and see inside the building. The challenge will be to balance all interests while retaining its world heritage values.

Dr Leah McKenzie is Manager, Strategic Projects at Heritage Victoria. In 2002-2004 she coordinated for Victoria, the world heritage nomination by Australia of the Royal Exhibition Building and Carlton Gardens. She now coordinates the implementation of the world heritage listing. Leah is an archaeologist and has worked in Australia, Greece, Jordan, Syria and Iraq.

FREMANTLE PRISON HERITAGE PRECINCT: PLANNING FOR A SUSTAINABLE FUTURE

Nerida Moredoundt

Over the last ten years Fremantle Prison Heritage Precinct has become a recognised tourist destination attracting a wide range of visitors. The Fremantle Prison Heritage Precinct Master Plan project was initiated by the State Government in recognition of the precinct's status as a cultural heritage icon of state, national and international importance and to guide its future use.

Nerida Moredoundt, Director of Heritage Planning at Palassis Architects, led a multi-disciplinary team to develop the Master Plan with the fundamental guiding principle that the site must have a sustainable future. The master plan established a framework of balancing a variety of compatible uses and realising the potential to generate revenue to contribute to the conservation and multi-layered interpretation of the site as a sustainable cultural heritage tourism site.

The key master planning process was the ground breaking and highly successful consultation strategy which engaged a wide range of experts, stakeholders and the community from the time of the commencement of the project in May 2002 until endorsement by State Cabinet in June 2004.

The multi-disciplinary approach of the project team, in the preparation of an integrated framework for the site, is a valuable contribution to planning for complex cultural heritage sites.

Ms Nerida Moredoundt is the Director of Heritage Planning at Palassis Architects, one of Western Australia's largest heritage conservation practices. She provides specialist advice to a range of community, private and government organisations and has particular expertise in working with multi-disciplinary teams to ensure sustainable outcomes for places of cultural heritage value.

FREMANTLE PRISON - A HERITAGE SUCCESS STORY

Sandra Murray

Fremantle Prison was constructed in the 1850s as the Fremantle Convict Establishment and remained in continuous use as a maximum-security gaol until decommissioned in 1991. Representing the largest and most intact convict built cell range in Australia, it opened to the public as a heritage site in 1992. After 10 years under private management, the tourist operation was successfully integrated into the framework of the WA Department of Housing and Works, which took complete control of the site in 2001. Under the Department's management, the Prison has gone against tourism industry trends and grown the business by 25% over the last two years through improvements in product development, processes and the quality of the visitor experience.

This paper will discuss how recognition of the value of the site's rich cultural heritage and the focus on maintaining integrity through a variety of interpretation mediums has contributed to its success, and created the platform for ongoing conservation and interpretation of this cultural heritage icon. It will discuss how the recently completed Fremantle Prison Master and Conservation policies provide the framework for development of new visitor experiences and products, including the recently opened Prisoner Art Gallery, underground tunnels experience, exhibitions, day tours, education and public programs.

Ms Sandra Murray joined Fremantle Prison as Curator in 2002 following 18 years' experience directing and curating art and heritage institutions including inaugural head of Lawrence Wilson Art Gallery, University of Western Australia, and Mandurah Art Gallery, Mandurah Performing Arts Centre, WA; Director, Lake Macquarie Regional Gallery; Curator - Constitutional Centre of Western Australia.

DESIGNING LIMITS: REFRAMING TOURISM IN BARCELONA AND MALLORCA

Rachel Neeson

The conference theme points to paradoxical demands inherent in the conservation, management and marketing of tourist destinations. Namely, the struggle for such sites to simultaneously cater to dialectical and opposing requirements of the local residents vs. visitors; accessibility vs. safety; historic fabric vs. contemporary infrastructure. The paper will contribute to this discussion through a specific focus on the notion of 'limits' as a conceptual device for successfully negotiating such tensions. Multiple interpretations of 'limit' will be pursued encompassing spatial limits; temporal limits and limits implied by legislative and administrative modes of control. The argument will be developed with reference to specific sites in Barcelona and Mallorca. Both places are significant for their bold and persistent response to the adverse impacts of contemporary tourism in Spain. Case studies will be employed to reveal the way in which insightful consideration of limits has allowed the coexistence of multiple and at times conflicting demands. Further, such measures have enabled the construction of a new image and experience of each place. The paper will conclude by extending the relevance of its findings to visitor sites within historic precincts at Sydney Olympic Parklands, with specific reference to the author's recent design engagement with such settings.

Ms Rachel Neeson studied architecture at the University of Sydney graduating with the University Medal in 1993 and has a Masters in Architecture from Barcelona. Current work includes a small visitor interpretation project and master plan for a culturally significant site in Sydney. In 2002 she was the recipient of the RAIA Byera Hadley Travelling Scholarship.

"WE ARE EITHER SLAVES OR FREE MEN": HERITAGE CONSERVATION AND SUSTAINABLE TOURISM AT THE LANGA PASS COURT BUILDING MUSEUM, SOUTH AFRICA

Angel David Nieves

"Sustainable tourism" in post-apartheid South Africa has emerged as a viable weapon against extreme and deep seated social, political and economic inequalities based on race. Despite ten years of massive reform by the African National Congress (ANC), and the emergence of new political discourses of nation building and black self-empowerment, these inequalities are growing. The legacy of racialized poverty resulting from apartheid-era forced removals continues to plague Cape Town's black townships, although community based organizations are now attempting to make important inroads through heritage conservation.

The City of Cape Town has recently developed new community-based tourism initiatives that support skills development, job creation, and enterprises that reflect the city's cultural diversity and promote cultural pluralism. The Langa Heritage Foundation, in partnership with the Cape Town's Heritage Resources Division has been working to conserve the site of the Langa Pass Court Building and to develop a model program for sustainable tourism through a new community-based museum site. Local residents are now witnessing the creation of tourism-related jobs as concrete benefits of cultural heritage management, increasing public support for further heritage projects. This paper will examine the new strategies and tactics being devised by township residents to cope with the changing face of social and economic inequality in Langa through sustainable tourism.

Dr Angel David Nieves is an Assistant Professor in the School of Architecture, Planning, and Preservation at the University of Maryland at College Park, USA. He is currently documenting community-based heritage conservation efforts in Cape Town as part of a larger study of the intersections between nationalism and heritage conservation in its former all-Black townships.

INTERPRETING HERITAGE PLACES: AN ESSENTIAL COMPONENT OF MANAGEMENT

Thomas Perrigo

As part of the commitment towards best practice management, the Trust has adopted a model, which comprises three overlapping yet complementary components – a conservation plan, a business plan and an interpretation plan. The intent of the Trust is to develop and implement these components, which can lead to a long-term sustainable use as a public heritage place. This paper is a brief history of the journey the Trust has taken to ensure that interpretation is recognized as an integral and essential component of management of heritage places and as important as conservation. It will outline how the organisation had to first accept interpretation and then develop processes for the development of guidelines, which today provide a basis for the Trust's policies and programmes.

More importantly it will summarize the interpretation guidelines and advocate the adoption of similar guidelines for any resources being used for interpretation. It will draw comparisons with the need for a conservation plan prior to conservation work.

The Trust is concerned that unless standards and guidelines for interpretation are in place, interpretation strategies and programs may actually detract from the heritage values of the place and also create lost opportunities for scarce resources.

Mr Thomas Perrigo has been Chief Executive Officer of the National Trust of Australia (WA) since August 1990. He has tertiary degrees in science and education and post tertiary qualifications in science and management. He has served on a number of Boards, Committees and Community bodies and is committed to the conservation and interpretation of Western Australia's heritage.

AUTHENTICITY IN CULTURAL HERITAGE MANAGEMENT AND TOURISM

Celmara Pocock

A major tension in cultural heritage tourism rests on the assumption that the conservation of heritage properties and the use of those properties as the basis of tourism enterprises are not only incompatible, but fundamentally different. This paper challenges this assumption to suggest that both Cultural Heritage Management and Cultural Heritage Tourism involve the production of the past as a commodity for present-day consumption.

The production of heritage commodities for both industries depends on a notion of authenticity. While authenticity is itself open to multiple interpretations, both conservation and tourist experiences have primarily focused on the physical manifestations of heritage. Heritage management has a traditional bias towards the conservation of fabric as the basis for understanding the past, and this fabric also serves the focus of the 'tourist gaze'. More recently this has been counterbalanced by a growing interest in concepts such as 'social value' and 'intangible heritage' within conservation, and a desire to provide tourists with 'local experiences'. However, the formal identification or recognition of a heritage property as a tourist destination or significant site, serves to sever it from continuing local knowledge and practice, and thus 'authenticity' has to be reconstructed.

Dr Celmara Pocock is a Postdoctoral Research Fellow in cultural heritage tourism at the University of Tasmania. Her doctoral research investigated changing visitor experiences of the Great Barrier Reef during the 20th Century. She has also worked as a cultural heritage manager for community organisations, state and commonwealth governments.

THE GOLDEN PIPELINE

Kelly Rippingale and Anne Brake

The Golden Pipeline encompasses the historic elements of the world's longest water supply scheme. Built over 100 years ago, the pipeline still delivers water to the Western Australian goldfields.

The desire to conserve this important industrial heritage scheme was influenced by its impending centenary and led to adoption of the Golden Pipeline project by the National Trust of Australia (WA). The Trust has worked with the relevant local government authorities to extend the original concept to encompass natural and cultural, including Indigenous, heritage as well as more general tourist attractions.

The Golden Pipeline's aims are embedded in conservation and interpretation as well as encouraging tourist and economic activity in pipeline country. Conservation, interpretation and business planning activities have led to the implementation of a well integrated series of conservation, tourism and interpretation initiatives. Issues of sustainability, integrity and accessibility underpin the work as it is believed that on these tenets a quality product can be built and continue to grow. This paper will investigate the planning processes that have guided the development and implementation of the project and the role the communities must play to ensure the long term viability of the venture - or there may be a case of NOT loving it to death!

Ms Kelly Rippingale is a registered architect with over ten years experience in the heritage industry. She has worked for The National Trust of Australia (WA) since 2002, firstly as Conservation Manager for the Golden Pipeline Project, and now as the Trust's in-house Conservation Architect.

Anne Brake is Manager of the Golden Pipeline project for The National Trust of Australia (WA). She joined the Trust in 2000 as the project's Interpretation Manager. Previous to this, Anne was curator of Fremantle Prison. She has an education background, and over 15 years experience working in museum and heritage sites across Australia.

"THE FREIGHT TALKS BACK": CHALLENGES OF TRANSITION FROM THE CULTURE OF A WORKING RAILWAY INTO A TOURISM EXPERIENCE

Eamonn Seddon

The West Coast Wilderness Railway (WCWR), Tasmania, began operating as a tourism railway in November 2000, with a short return trip from the mining town of Queenstown. By December 2002 it extended to the fishing and tourism town of Strahan. Before the railway was acquired by Tasmania's largest tourism operator in 2002, the focus had been on a three-year restoration program with little development of visitor experience.

Although the original Mt Lyell Railway and Mining Co. railway had not operated for 67 years, its cultural significance had remained strong, based on its pivotal role in the economic and social wellbeing of the community. In the period between the railway closing and its restoration, it remained a vivid and real entity in the hearts and minds of west coasters. Many of the WCWR's current employees are local residents who have powerful connections with the railway even though they have little or no tourism experience.

This paper looks at the thematic interpretive program that recognizes that meaningful visitor experiences arise from insights that reveal a strong sense of place and local people, and that provide opportunities for visitors to make personal connections with local cultural heritage. The WCWR case study will explore the issues and strategies for developing a tourism experience that draws as much on a cultural memory as on physical heritage.

Mr Eamonn Seddon was Commercial and Operating Manager at the Ffestiniog Railway, North Wales, a leading heritage tourist railway in the UK. In 2000 he became CEO of the Abt Wilderness Railway Project and has taken it from development stages to its present success as one of Tasmania's leading tourist attractions, the West Coast Wilderness Railway.

THE SMALL HISTORIC TOWN OF SUZDAL IN RUSSIA: SOCIAL AND CULTURAL ASPECTS IN THE SUSTAINABLE DEVELOPMENT OF TOURISM

Olga Sevan

The famous town of Suzdal is an historic centre with 16th-19th century monuments, unique landscapes and tourist facilities. Within the town are several leading cultural actors or acting bodies each of which has own tasks and purposes. The first is the town itself with its administration and population which is variously involved in trucking, market gardening and production of traditional handicraft items. The second is the Main Tourist Centre, built near the town border, aimed at tourist reception and organization. The third is the State Museum-reserve which accommodates collections in different historic buildings and is traditionally oriented to scientific and educational work, but is also engaged in servicing tourist groups and cultural activities of the town. The Russian Orthodox Church including architectural monuments and ancient monasteries also contributes to museum collections, town and nearby lands. Finally, the authorities of the town and the region organize interaction and partnerships of these "acting bodies".

The development programme of Suzdal and the sustainable development of tourism, make it necessary to analyze the main elements of the social and cultural setting of the historic town and the interaction and collaboration of cultural actors. It is both very important and difficult to coordinate partnerships to develop tourism as an important part of the economy.

Dr Olga G. Sevan is Head of Department for the "Cultural Environment of Settlements" in the Russian Institute for Cultural Research and President of the Russian Committee for the Village and Small Town (ECOVAST). She is a member of the Union of Russian Architects; ICOMOS 'Historical Towns and Villages' and 'Vernacular Architecture' committees; and Association of European Open Air Museums.

'THE FLASH MOB': HISTORICAL AUTHENTICITY AND HERITAGE TOURISM

Dianne Snowden

A recent controversial depiction of convict women at the Cascades Female Factory raises questions about the search for historically accurate representations of convict women as a focus for heritage tourism. The image and text—headed 'The Flash Mob' and subtitled 'A Singular Act of Female Rebellion in Van Diemen's Land'—states that it is based on the 1844 diary entry of Rev. Robert Crooke.

Historians have criticised the representation for its historical inaccuracy and its lack of authenticity. Historiographical debate has moved away from stereotypes of convict women as bawdy whores, depraved and disorderly women to a focus on the women as individuals. Has heritage tourism done the same? Are caricatures legitimate representations? Is historical integrity essential to an understanding of the place? Can there be more than one legitimate story? The paper looks specifically at the use of the story of the 'Flash Mob', and whether it is authentic or apocryphal, and what this means for heritage tourism.

Ms Dianne Snowden is a postgraduate student at the University of Tasmania. She holds several positions including historian representative on the Tasmanian Heritage Council; Heritage Council representative on the Board of the Female Factory; President of the Professional Historians Association of Tasmania; and Secretary of the Australian Council of Professional Historians.

FLOGGING IT OR LOVING IT

Peter Spearritt

Tourists and pilgrims have long congregated about iconic sites, from Mecca to the Eiffel Tower. Some places - like Pisa and the Pyramids - have been attractions for centuries. Others, like the Sydney Harbour Bridge, needed the novelty of the climb to turn them into tourist installations.

Twenty million people per annum visit Paris and most at least look at the Eiffel Tower. Over a million people have now walked over the top arch of the Sydney Harbour Bridge. Despite the prediction of the late 1950s that TV would mean we would do all our travel from our loungerooms, real sites continue to attract. Of course, once they become attractions, they often have to be continually tarted up to retain or improve visitation.

Fewer people now climb Uluru than in the 1980s, respecting the viewpoint of the traditional custodians. How many people should be encouraged to visit historic and natural sites? Should visitation be capped at fragile sites?

Sometimes it is not just a matter of loving it to death but flogging it - in the marketing sense - to death. This address will be about both.

*Professor Peter Spearritt is Executive Director of The Brisbane Institute. Prior to this appointment he was foundation director of the National Key Centre for Australian Studies and Head of Political and Social Inquiry at Monash University. In 1996 he was elected a fellow of the Australian Academy of Social Sciences. He has written or co-authored 15 major books, including *The Sydney Harbour Bridge: a life* (1982) and *Holiday Business: Tourism in Australian Since 1870* (2000).*

EXPERIENCING THE PAST WITHOUT THE COSTUMES: PUBLIC ARCHAEOLOGY PROTECTING HERITAGE, PORT ARTHUR AND ABROAD.

Jody Steele

There is an ongoing battle in the world of public interpretation as to how much information is too much information. Do we need to see maidens in fine outfits to understand the people of a by-gone era, a horse and cart trundling down the road? This paper will argue that often the costumes are not necessary if there are other tangible facets of the past available for presentation.

This paper focuses on information gathered during a research trip to the United States in 2002. Visited were over twenty individual sites and/or organisations to gain a greater understanding of the execution of heritage promotion and public archaeology in a multitude of financial, political and situational circumstances. This paper will look specifically at how places such as Colonial Williamsburg, Mission San Luis, Annapolis and Wolstenholme Town present their heritage using archaeology to the lay public and how the author has used archaeology as an alternative heritage interpretation technique at the Port Arthur Historic Site. It is hopeful that the paper will highlight how archaeology can be used as an educational tool as well as an interpretation technique, lending itself to sustainable tourism through the reinforcement of 'live' heritage conservation to interested visitors.

Ms Jody Steele is a Public Archaeologist currently completing her PhD in Archaeology. She has developed several public archaeology programmes, including the Summer Public Archaeology Programme for the Port Arthur Historic Site between 2002 and 2004. Jody is also works for the Tasmanian Museum and Art Gallery as part of their collections relocation team.

"NOT PUNCHING ITS WEIGHT..." HERITAGE AND TOURISM WORKING TOGETHER? SOME REFLECTIONS FROM THE UK AND BEYOND.

Peter Stone

The observation that Hadrian's Wall, a World Heritage Site in the north of England, was "not punching its weight" in economic terms was made with sincerity and concern by a member of staff of England's North East Region Economic Development Agency. The comment was met with anger and incomprehension by the archaeological audience to which it was constructively addressed. Consultants appointed to investigate how the Site might contribute better to the Regional economy referred to the Site as a 'product' and were met with derision and thinly veiled contempt. And yet heritage sites have been tourist destinations for hundreds of years and recently the tourism sector has been heavily promoting heritage for at least the last thirty years. How have we failed to work together so comprehensively? What stops specialists in heritage (itself a word despised by many academics and professionals) working effectively with (those who should be) colleagues in the tourism sector? Are we still far apart in approach or are we beginning to work to a common goal?

This paper will address some of the frictions between heritage and tourism and will draw on the presenter's recent work in the UK, Africa and Jordan to reflect on the relationship. It will start from the premise that heritage and tourism are, in essence, an arranged marriage. We can continue to dislike each other and frustrate each other; or we can begin to live the rest of our lives together and strive for a level of, at least, mutual understanding that will benefit the partnership for the better of both.

Dr Peter Stone, Director, International Centre for Cultural and Heritage Studies, University of Newcastle upon Tyne, UK. He has worked for English Heritage, in universities, and as a consultant in heritage over the last twenty five years specialising in management, education, and interpretation. He is also the honorary Chief Executive Officer for the World Archaeological Congress.

A BAG OF MIXED LOLLIES (AND A FEW BROKEN BANANAS) WORKING WITH THE TOURISM INDUSTRY

Ray Supple

This paper explains how Parks Victoria is engaging with the Tourism Industry by communicating its priorities and strategies to develop a shared understanding of the opportunities for tourism.

Parks Victoria is developing this through its 'Base & Extended Product Model'. This model illustrates the role protected areas, the 'Base', can play in delivering a successful nature-based tourism product in partnership with the tourism industry and wider community. Stakeholders will be engaged and committed to the appropriate use of the public estate and the potential opportunities that nature based tourism offers - all essential for sustainable tourism at historic places.

Parks Victoria has strategies and management tools that are being used to define the heritage component of the 'Base'. Parks Victoria's Heritage Management Strategy defines the organisations role in heritage management within Victoria and identifies key historic themes which are being used to promote and strategically manage a very diverse collection of historic places and objects. Parks Victoria's also has a Levels of Service framework, which aims to rationalise the provision of visitor services across the parks estate.

The Base & Extended Model for historic places will be explained using examples in South West, Central and North East Victoria.

Mr Ray Supple, Team Leader Heritage Strategy, Parks Victoria, has worked for the past 20 years in the Victorian public service in the specialist groups responsible for overseeing the management of historic places on public land, i.e. places associated with mining, forestry, parks and recreation, settlement, pastoral activity, government administration, defense, shipping, etc.

STEPS TO SUSTAINABLE TOURISM

Meg Switzer

Steps to Sustainable Tourism sets out a clear and user-friendly approach to developing partnerships to achieve better tourism and conservation outcomes. Conserving our environment and heritage (including natural, historic and Indigenous places) while still achieving economic objectives and community development is a challenge for us all. It is essential that stakeholders are involved in the development of the management and promotion of heritage places and that competing values, expectations and objectives are considered. Steps to Sustainable Tourism can play a vital role in bringing together these stakeholders to ensure any tensions and issues are addressed and resolved in the planning process.

The Department of the Environment and Heritage, with the assistance of the tourism industry, academics, and heritage managers has developed Steps to Sustainable Tourism. The 10 steps form an adaptable planning process that can be applied to regions, places or specific products. The document is designed for tourism operators, heritage and environment managers, community groups and others with an interest.

This paper will outline the basic process, discuss how it has been developed and who can use it. The paper will also focus on how Steps to Sustainable Tourism has been piloted in Australia.

Ms Meg Switzer is the Director of the Heritage and Tourism Section in the Australian Government Department of the Environment and Heritage. Meg has a background in environmental science and has worked for 10 years at the Commonwealth level in program and policy development for management of natural and cultural heritage places and heritage tourism.

THE USE OF EX POLITICAL PRISONERS REFERENCE GROUPS AS A RESEARCH METHODOLOGY TOWARDS CONSERVING BOTH TANGIBLE/ INTANGIBLE SIGNIFICANCES OF ROBBEN ISLAND

Nolubabalo Tongo

The aim of this paper is to look at the processes that Robben Island Museum (RIM) followed in trying to understand and conserve its cultural values and meanings. This paper will focus specifically on the use of ex political prisoner's reference groups as a method of understanding RIM's cultural values and meanings. RIM regards ex political prisoners participation as one amongst its community participation processes. The paper looks at the brief history of the island, its vision and mission as well as conservation principles. The paper articulates the RIM's objectives and plans for using the material with regards to conservation and interpretation of the intangible/ tangible Heritage expressed in the built fabric and the usage of material for informing and developing the site register data-base. The usage of the material to assist with the guide's narratives, educational materials for school groups, researchers, archival purposes and for future generations. The paper outlines the brief information about each reference group. It will also look at challenges of using such a methodology at a museum. As part of the celebrating the 10th Anniversary of Democracy, through this paper RIM wishes to commemorate and honour all those who died and fought for freedom in South Africa.

Ms Nolubabalo Tongo has worked as a Researcher at Robben Island Museum in the Heritage and Environmental Management Department in South Africa since June 1999. She completed a BA Degree in 1997 and BA Honours in Psychology in 1998. She is currently completing a collaborative Post Graduate Diploma in Museums and Heritage Studies.

SILVER CITY MADE OF IRON - THE BROKEN HILL HERITAGE & CULTURAL TOURISM PROGRAM

Elizabeth Vines

Broken Hill is a remarkable city with a mining history of world significance and a heritage of rich cultural assets. The Broken Hill Heritage and Cultural Tourism program, developed over the last 16 years is a unique project unparalleled in Australia. It has established a successful heritage protection framework for the city with a range of financially self-sustaining initiatives introduced to conserve significant heritage buildings. The program has been recognised as a model community conservation strategy for local government and has recently been recognized with significant awards (from UNESCO and the NSW National Trust). The paper will examine how the program is promoted, managed and sustained, and look at the program benefits and successes. It will also honestly explore the challenges that have beset and continue to beset the program, particularly the realities that local politics play in ongoing management of the place. It will provide participants with practical "dos and don'ts" for cultural tourism initiatives. The paper examines the dynamic and collaborative partnerships, which have been established within the community between local residents, business enterprises and the relevant statutory authorities that support conservation and cultural tourism objectives. The result has been a new scenario for the future of a remote mining city facing substantial structural and economic change.

Ms Elizabeth Vines is an award winning conservation architect, urban designer, author and experienced public speaker. She is a partner in McDougall & Vines, an Adelaide-based conservation architecture practice. Elizabeth consults to Government authorities and local councils and is a consultant to UNESCO and the World Bank. She works on urban revitalisation programs for historic precincts and restoration of significant historic buildings.

HARNESSING POWERFUL INTERPRETATION FOR SUSTAINABLE TOURISM AT HISTORIC PLACES

Betty Weiler

Increasingly we find evidence that powerful interpretation can and does facilitate truly great and even profound tourist experiences, which in turn leads to positive word-of-mouth advertising, the key to a sustainable tourism industry. To fully harness the power of interpretation as a way of enhancing the visitor experience and delivering strategic messages requires a shift in focus -- from something that only government-funded museums, national parks and perhaps tour operators do, to a commitment by all tourism players – not-for-profit organisations, visitor centres, accommodation providers, tourist attractions, special events, and even those who do not see themselves in “the tourism industry”. It needs to engage and connect with off-site as well as on-site audiences. Interpretation must be regarded not as a luxury or value-adding item, but as central and essential to any organisation in the business of providing or contributing to the visitor experience. Visitors to heritage sites are more diverse and more demanding than ever before, and the use of interpretation as presented here provides the link between what visitors want – to make memories and to connect with the place; what tourism operators want – business success and profitability; and what heritage managers want – to protect special places and spaces.

Professor Betty Weiler is Professor and Director of the Tourism Research Unit at Monash University, where she manages a wide range of projects in strategic communication and visitor services management in partnership with organisations such as Tourism Tasmania, Parks Victoria, Zoos Victoria, Phillip Island Nature Park, Sovereign Hill Historic Site, and Port Arthur Historic Site.