

Top Tips for Cultural Tourism

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Cultural tourism provides you with opportunities to share your passion for your community and your place. If your community welcomes visitors, you can tell stories about the distinctive features of what's on offer proudly and with panache!

The experiences you offer visitors need to:

- satisfy their curiosity through exposure to local people, specific unique locations, arts and cultural activity, community celebrations, markets;
- allow them to learn more from local experts in workshops, masterclasses, demonstrations, studio tours, festivals;
- encourage an appreciation and understanding for the beauty of the built and natural environment through clear, accessible, effective interpretation and signage;
- let them collect things that will provide memories, motivate them to spread positive word-of-mouth about your place and your hospitality; ensuring artwork and merchandise is authentic and related to local people and place;
- prepare them to improve themselves and allow them to dine out on stories in the future based on the experiences you shared with them;
- let them express their personalities through the purchase of locally branded products from market produce that has been value added, artwork, mementoes that can be worn;
- ensure they receive approval from others having become authorities through meeting local people, their exposure to historic and contemporary intelligence on issues, ideas and innovation that have been created on your patch; and
- satisfy their interest in friendly, informed exchange and service.

Visitors seek benefits from their interaction with the landscape and lifestyle they explore in your destination and its surroundings.

Understanding what serious leisure dabblers, enthusiasts, experts and fanatics expect from their experience will assist you in determining what your assets (built, natural, heritage, contemporary, animated, participatory, spectator based) are; letting the experience reflect the existing wealth of creative cultural production that resides in your environs; encouraging active participation and interaction between visitors and creative individuals and groups; ensuring you are offering excellence; celebrating things that are valued by the locals; capturing the heritage of residents past and present; revealing any links to Indigenous settlement and cultural practice; accessing multicultural communities; and ensuring that the place is open for business when visitors come (and not just when you want to do them) and delivering links you have forged with others in the business, government and sectors. You will be responding to visitors who want to

- utilize their increased leisure time for competing who are discerning about how they spend their time
- receive value for money
- gather a portfolio of new experiences in your galleries, theatres, clubs, churches, schools, libraries, museums, parks and gardens, streetscapes, tourism loops and trails
- receive a high standard of service from knowledgeable practitioners and businesses
- ensure increased enjoyment for their recreation and engagement with doing what the locals do
- be recognised beyond being an economic stimulus, or an irritation, but as a person
- experience a safe and secure environment.