

Submission to the Draft TWWHA Tourism Master Plan 2020 (Draft TTMP)

Blanket Use of the Term “Visitor”

The Draft TTMP begrudgingly accepts (p4) that "Many bushwalkers and other recreational users of the TWWHA have reflected on their connection being much deeper than that of a 'visitor'". However, bushwalkers (and other recreational users and volunteers performing work within the TWWHA etc) are still categorised as 'visitors' to the TWWHA along with tourists and everyone else other than Aboriginal people. Consequently, there is no commitment that historical and traditional users such as bushwalkers will have their access privileges protected any more than any other visitor will.

Tourism associations seemingly always want to talk about the “generic visitor”, rather than drilling down to differentiate between different visitor types. Surely any organisation intending to do even basic market research would want to find out as much as they could about the potential consumers of their products and services to ensure that they better targeted niche groups rather than applying a wasteful broad-brush approach?

Recommendation: the TTMP should clearly differentiate between the different types of people accessing the TWWHA.

Narrow Use of the Term “Culture”

The only culture that the master plan addresses is Aboriginal culture. This is so even though the definition of cultural significance (values) that the Draft TTMP claims to use (p88) is one of "aesthetic, historic, scientific, social or spiritual value for past, present or future generations". Clearly, these are values that aren't unique to Aboriginal culture. The work and experiences of artists, historians, scientists and recreational users etc should be recognised, emphasised and interpreted as part of the "immersive experience of cultural values" (p12) for visitors that the Draft TTMP continually stresses.

Recommendation: the TTMP should broaden its use of the term “culture” to reflect the cultures of all those groups of people that have accessed, and continue to access, the TWWHA.

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