

**Submission
No 2**

INQUIRY INTO REVIEW OF THE HERITAGE ACT 1977

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Heritage tourism and the Review of NSW Heritage Legislation

I feel that heritage tourism has the potential to drive economic growth, job creation and economic well-being.

Heritage tourism is based on the attractiveness of heritage assets to visitors.

Heritage assets have the potential to attract significant numbers of visitors.

Visitors to heritage assets can spend significant amounts of money and drive economic growth.

Yet often, owners and carers of heritage assets 'over-cook the number of visitors and 'kill' the very thing that attracted the visitors in the first instance.

Heritage tourism is sensitive to visitor perceptions, risks and other factors.

Visitors can be fickle and quickly change their minds about the attractiveness of a heritage asset.

Heritage assets used for heritage tourism need to retain their character, charm, aesthetics and most of all, their authenticity.

This can easily be destroyed by (1) too many visitors, (2) crass over-development, (3) unsympathetic redevelopment, (4) crass commercialisation (5) commodification of the values of the heritage asset.

This review needs to take these factors into consideration with any promotion of heritage tourism around heritage assets.