



Australian Research Partner to explore “Cultural Tourism in Australia.”

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Australian Research Partner Monash University will hold “Cultural Tourism in Australia: A National Conversation,” 10 November 2011, from 5.30-7.00 p.m. at the Museum of Chinese Australian History, 22 Cohen Place, Melbourne.

The key questions that will be raised in this discussion will be:

Can the existing cultural tourism industry in Australia rise to the challenges that currently assail all developed destinations in terms of changing markets and demand? What changes in policy are needed to aid its adaptation to new markets, new technologies and the demand for the ‘unique and exceptional’ which underpins the experience economy? Do these conditions provide the impetus for rethinking the way Australia has performed cultural tourism in the past?

Panelists will include

- 1) Historian Dr Richard White – University of Sydney,
- 2) Associate Professor Louise Johnson – Deakin University,
- 3) Dr Tim Winter Senior Research Fellow – University of Western Sydney
- 4) Mr Mark Wang – Deputy Chairman of the Museum of Chinese Australian History

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