

Understanding the  
tourist as the end  
user

Stephen Wearing

# Understand the Tourist

How people explore cities as tourists is often not a part of the development of the infrastructure of growing cities, planners need to expanding their understanding of tourism and the tourist experience beyond frameworks that often have limited ability to provide informed decisions and have also hampered the development of tourism destinations in the past.

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The complexity and nuances of tourism and the tourism experience means there is a need for better theory and practice beyond the rhetoric that assumes 'build it and they will come' with a need to ask 'build it and who will come?'



The tourist is not a generic wanderer in these environs and there is a need to encompass this complexity in developing destinations.



# Main Points

- Tourists and Communities require access to spaces and places as a fundamental part of lifestyle and tourism destinations
- Euro-centric male discourse particularly in planning has denied destinations the ability to developed holistically or alternatively
- A more feminised approach would enable and offer a sounder basis to develop alternative infrastructure

# Introduction

- . The 'feminisation' of both the theory and practice of destination development and management points the way to the development of Newcastle as a tourism destination – so that it may be user friendly to local communities and tourists and enabling of the 'alternative' which can bring innovation and entrepreneurship.

The focus is on this



Historically - this is not new - developers and communities win and loss on planning decisions all the time - Green Bans in Sydney  
Note: The Rocks became a major tourism destination if the developers had had sway it would not exist but it was never envisioned as a tourism destination?

# ROCKING THE FOUNDATIONS

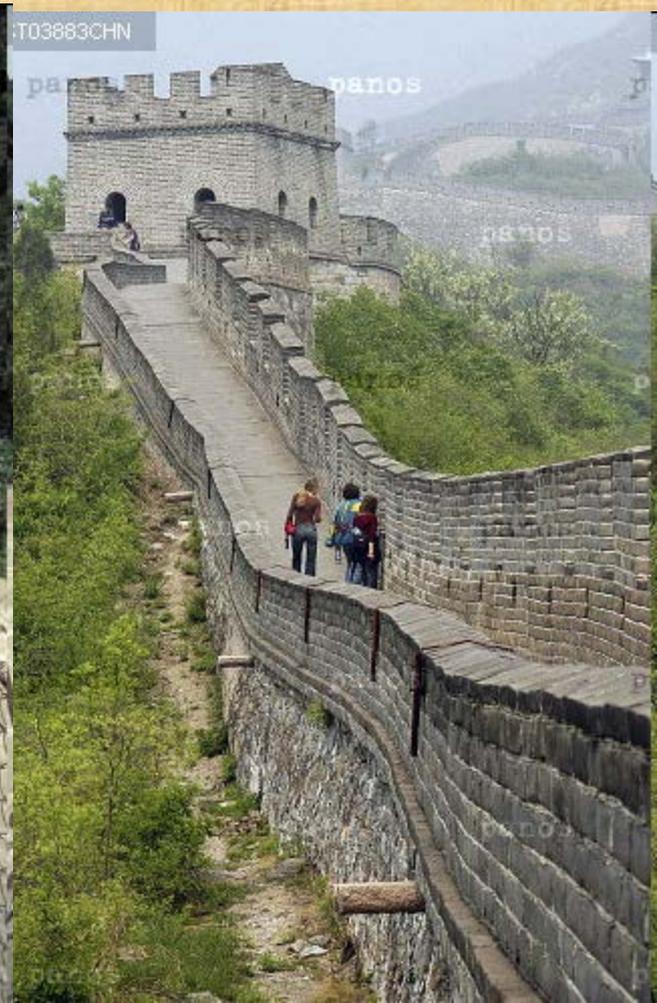
a history of the New South Wales  
Builders Laborers Federation 1940-1974

australian  
street

Singular Assessment  
Economic Criteria does not always work  
Sydney Opera House  
Would this have been built today and who  
would have imagined this ?



Also not the romantic/ idealised perception of tourism (ecotourism is often touted as a saviour or enabler with no understanding of what it is!)



# Often the Common Reality of Tourism is .....?



while the destination  
communities who are essential  
to tourism are .....?



**Also we need technical planning techniques  
that focus on tourism itself  
i.e. Tourism Opportunity Spectrum**

1. Focus on 'Quality of Experience' in Modern Tourism
2. Equity
3. Growth of 'Special Interest' Tourism
4. Long Term Economic Stability of Tourist Destination Region

focus is often on  
the politicisation of planning  
process at the proposed destination

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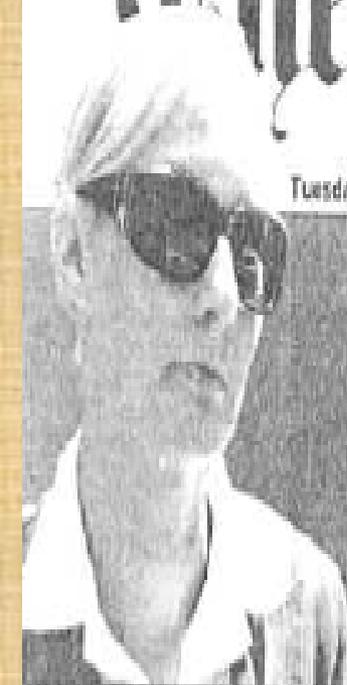
# The Sydney Morning Herald

Tuesday February 19, 2008

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## SEX, LIES AND TOWN PLANNING

ICAC COUNCIL BOMBSHELL • NEWS Page 3



This is problematic

State governments take the power to call in any project it deems to be of state significance for an urban design review, “The urban design trigger ignores the significant professional capabilities of planners, architects and urban designers,” Mr Rohl said.

<https://www.planning.org.au/news-archive/2016-2017-media-releases/pia-calls-for-removal-of-urban-design-trigger>

this has been common but we have to move on  
to enable the evolution of the destination

# End of the line for Newcastle rail after government wins key vote



Jacob Saulwick



Show comments

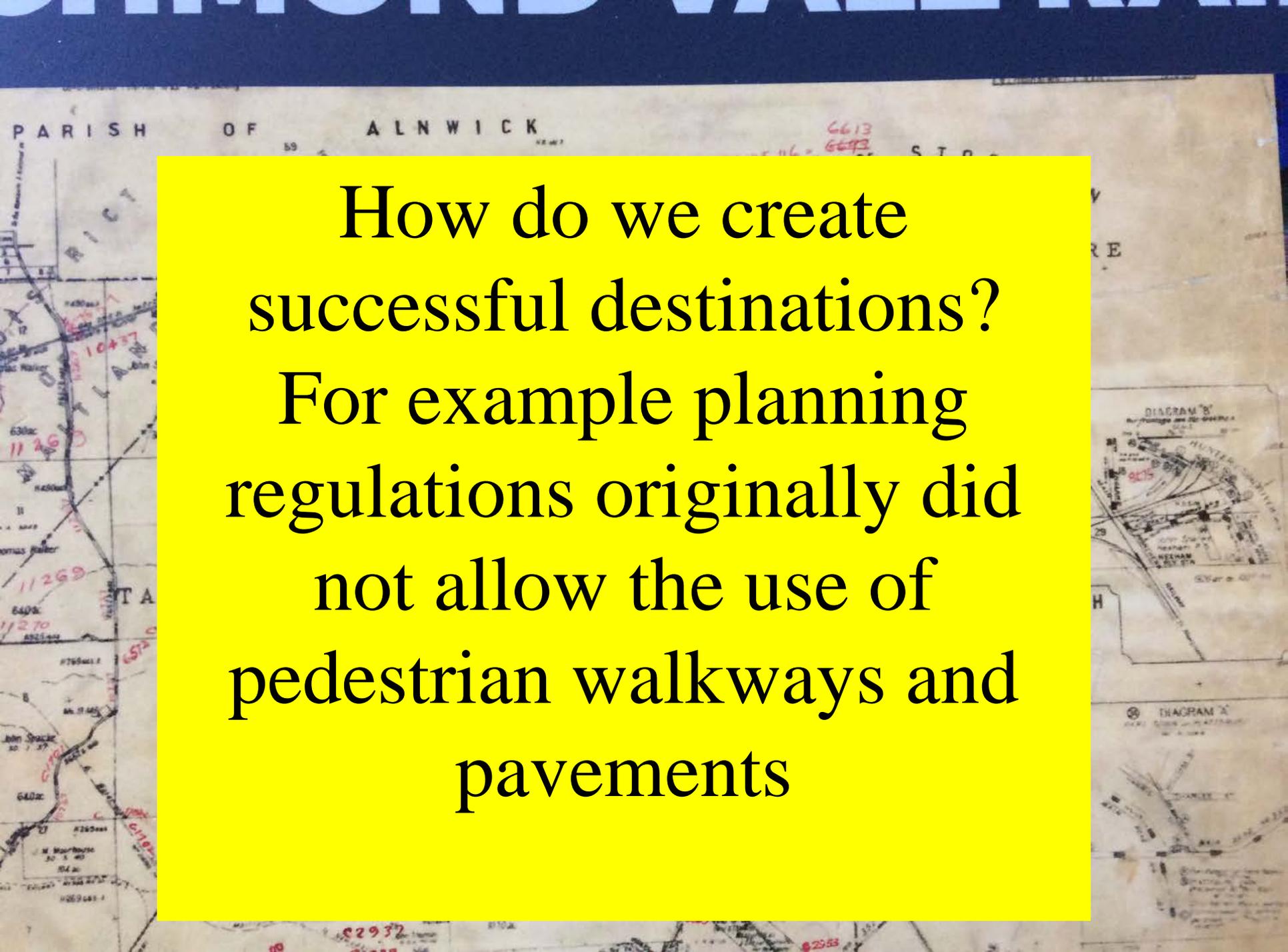
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 MORE

The heavy rail line into Newcastle will start to be removed from next year, after the government won support for legislation allowing the overhaul in the NSW Parliament on Wednesday night.

The upper house vote, which follows a drawn-out legal battle and a highly charged debate surrounding the future of the state's second city, will also allow the government to build a replacement light rail service on an alternative route through central Newcastle.

AUS  
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HI

<http://www.smh.com.au/nsw/end-of-the-line-for-newcastle-rail-after-government-wins-key-vote-20151015-gk9nqy.html>

A historical map of Alnwick Parish is shown in the background. The map features various streets, plots, and buildings, with several red handwritten numbers (e.g., 6613, 6693, 10457, 11269, 11270, 6525, 6190, 6293, 6253) and red lines overlaid on it. The text "PARISH OF ALNWICK" is visible at the top. A yellow rectangular box is superimposed over the center of the map, containing the following text:

How do we create  
successful destinations?  
For example planning  
regulations originally did  
not allow the use of  
pedestrian walkways and  
pavements



Bondi Beach



The Corso, Manly



Sydney City



Byron Bay

# Theory (sorry I am an academic)

- Postmodern urban theorists
- Poststructural feminist writers
- Sandercock and Forsyth claim that 'in the developed countries of all the subfields within planning, theory remains the most male dominated and the least influenced by any awareness of gender'

# Alternative provides change

a feminised planning approach can achieve far more cohesive outcomes within current modern liberalist regime for tourism in Australian

a postmodern politics of planning that recognises a textured and complex understanding of power and difference that includes gender, race, class, ethnicity and sexual orientation (Sandercock 1995:260).

# One Example in the Theory:

flâneur and choraster

- **Don't treat all visitors as 'the same'**

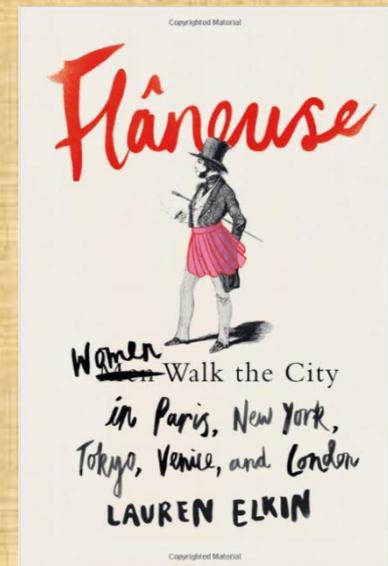
**Flâneur was considered a male wanderer who 'gazed' at the metropolis as he wandered through it, this concept has underpinned much of our view of the tourist in the city and so our research and practice**



# challenging to provide change to enable alternative

Grosz argues that rather than being the object of the visitor's gaze, the concept of 'chora' suggests a space to be occupied and given meaning by the people who make use of the space. The space gives birth to the living experiences of human beings; it is open to many possibilities.

## Choraster



# Challenging

- Choraster suggests the concept of ‘cultural value’ seems to us to incorporate a more interactive dimension to the theory and practice of destinations
- When the term is applied to a tourism destination with which people interact and to which they attach cultural meaning, it represents a social process where a destination acts as a material resource which over time has social significance for a group of people. It takes on the sense of cultural value.

# Change

Urban parks and destinations, as a leisure and tourism space, which includes women and minority cultural groups, is possible if some of these ideas are operationalised.

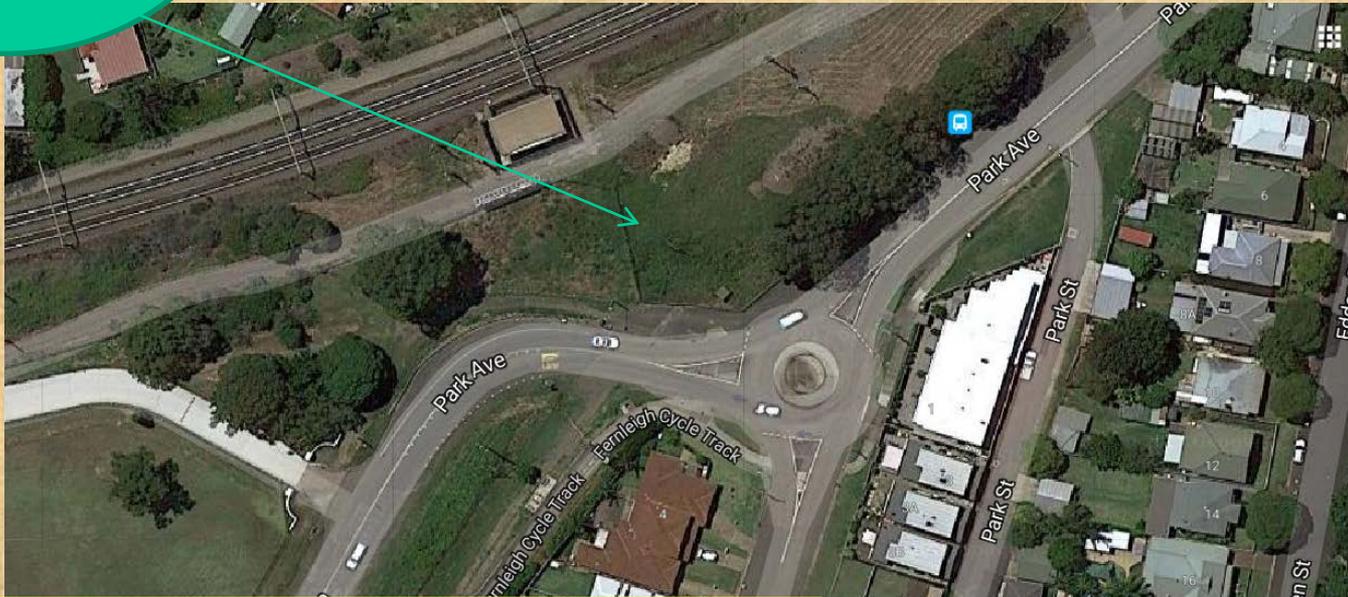
The cultural value of a place if used as a focus for design offers the potential for a move away from the often sterile unusable spaces created by male urban planners and politicians that have dominated much of our planning

# Alternative

Destinations, as a leisure space, which includes women and minority cultural groups, is possible if some of these ideas are operationalised. The cultural value of a place if used as a focus for design offers the potential for a move away from the often sterile unusable spaces created by male orientated urban planners and tourism destination managers that have dominated much of our destination development

Maybe a  
community  
garden

# Fernleigh Track (think about integration)



Bike  
Rental



Ideas - Business opportunities –  
Fernleigh Track – subsidise a  
coffee van for end/start point for  
one season see if it changes usage  
pattern





An insider's view on the Dutch and their bikes



Eclipse  
Gazelle



cycle routes in English



# Richmond Vale Rail Trail

- Cycling – research tells us users like circuits so create them or develop drop off/pick up for riders at finish points
- Event – not why Super Cars? but what else will that tourist do?
- Aged care (can take someone unable to cycle for a ride in an adapted bike – see examples in Holland)
- Community interaction (people like to talk while they cycle to each other and to passers by – design for recreational groups cycling not only for commuting)
- What would attract tourist cycling for the baby boomer market in Newcastle (this is latest tourist market for cycling)

Spring is sprung  
The grass is riz  
I wonder where  
Our nanna is?  
...I hear she's cycling  
down the lane  
on a bicycle  
made of sugarcane,  
one hand on the bar  
and in the other is  
a bag of lollies  
and a bottle of fiz.



# Conclusion

- to develop alternatives we need to critique the male face of planning in cities in urban infrastructure and tourism destination development and to move to more informed practices
- feminist perspectives for 'cultural value' where the interests and needs of local residents and local communities are involved not only in the process of planning, but also in an interactive experience which will extend beyond boundaries of individual spaces.

From flâneur to choraster