

STRUCTURE OF TOURSIM MARKETS

ASSIGNMENT 3

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Uluru-Kata Tjuta National Park: Visitor Management Analysis

Uluru-Kata Tjuta National Park, which is in the Northern Territory of Australia, is a World Heritage site covering both natural and cultural aspects and is jointly administered by the Anangu Traditional Owners and the Australian Government. The park sees more than 250,000 visitors each year and its management aims at preserving its cultural, ecological and visitor experience values while also supporting tourism in the region.

1. Visitor Management

The park follows a jointly managed system based on Tjukurpa (Anangu law and culture) and Australian law. Among the management measures are zoning (with areas classified as intensive, intermediate and minimum use), restricted access to sacred sites, bilingual interpretation, ranger-led activities, and accreditation for tour operators. The infrastructure such as roads, viewing areas and walking tracks has been purposefully positioned and rerouted so that visitors approach Uluru and Kata Tjuta 'the right way', thereby reducing cultural intrusion. The main policies involve the permanent closure of the Uluru climb (in 2019), rules regarding photography and filming near sensitive locations, and bans on overnight camping and off-road driving inside the park. Educational programmes for visitors stress the cultural importance of the area, appropriate behaviour and safety in case of extreme heat.

2. Main Visitor Management Challenges

During peak tourist timings, number of tourist's exceeds capacity, and it effects the quality of experience.

The issue is between giving cultural protection and providing access, which means preventing unauthorised entry, photography, or disturbance of sacred sites while at the same time offering meaningful interpretation.

As it is in remote and tough area, infrastructure demands constant maintenance.

Ensuring behavioural compliance by dealing with inappropriate actions such as graffiti, touching the rock art, straying from the designated tracks, and off-road driving, and making sure that visitors understand and respect the Anangu (Aboriginal) protocols.

Because of increasing extreme heat, drought, and fire risk, walks and the old climbing route must be closed, which makes it harder to plan capacity and to ensure visitor comfort.

Non-Indigenous staff lack coordination with team which effects the delivery of cultural message.

3. Potential Impacts of Visitors

On the Site

In terms of the environment, there is soil erosion, dust, damage to vegetation, and pressure exerted on water resources in areas where usage is high; the introduction and spread of weeds and feral animals have been worsened by human activity.

In terms of cultural aspects, there is a risk of damage to the rock art and sacred sites due to water, changes in vegetation, or direct contact; disturbance at holy places; offerings or litter.

On the Local Community (Anangu and Mutitjulu)

The stress caused by social and cultural factors is that large crowds, who may be disrespectful, can contradict Anangu law and infringe on privacy concerning sacred knowledge and sites.

On Visitor Experience

The situation about crowding and safety is that during peak times congestion decreases tranquillity, reduces the number of photo opportunities, and lowers the perceived quality; moreover, insufficient separation between vehicles and pedestrians can influence safety and enjoyment.