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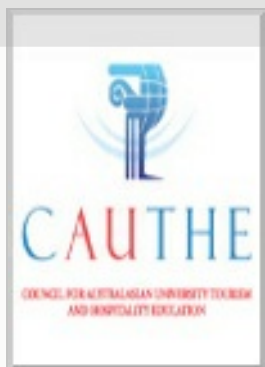


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I climbed to the top of Ayers rock but still

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couldn't see Uluru: The challenge of reinventing a tourist destination

CAUTHE 1998: Progress in tourism and hospitality research: Proceedings of the eighth Australian Tourism and Hospitality Research Conference

McKercher, Bob; du Cros, Hilary

Abstract: In 1985, Uluru was returned to its traditional land owners and Ayers Rock

ceased to exist in a formal sense. Yet today, more than 10 years later, 'Uluru' remains an illusive tourist experience. Tourism literature still refers to the area almost exclusively as Ayers Rock and the tourism industry still largely sells the same Ayers Rock experience that it always has, based on sunset and sunrise views, the opportunity to climb 'The Rock' and the possibility of seeing mystical ancient rock paintings made by primitive, stone age people. The actions of tourists have also not changed significantly since the hand over, with few tourists coming to this area to learn about the Anangu and their ways. This paper examines the challenges of repositioning Ayers Rock as Uluru. It argues that for a variety of marketing, commercial, spatial and economic reasons, the likelihood of being able to reinvent Ayers Rock as Uluru is small. However, the failure to do so has significant implications for the development of the next plan of management for Uluru - Kata Tjuta National Park, scheduled for release in January 1998.



FULL TEXT PDF (707KB)

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