



Product and experience development

for Aboriginal cultural tourism



Acknowledgement

We respectfully acknowledge and honour the Aboriginal people of the Northern Territory and recognise the continuation of culture, connection to lands, water and country. We pay our respects to Elders past, present and future.

About this guide

In tourism, products and experiences are what you sell to visitors. In this guide, learn about the difference between products and experiences and the steps you need to take to make, build, test and market your products. See examples of Aboriginal tourism products such as guided tours, artwork and cultural activities and learn how you can turn your product into an unforgettable visitor experience.

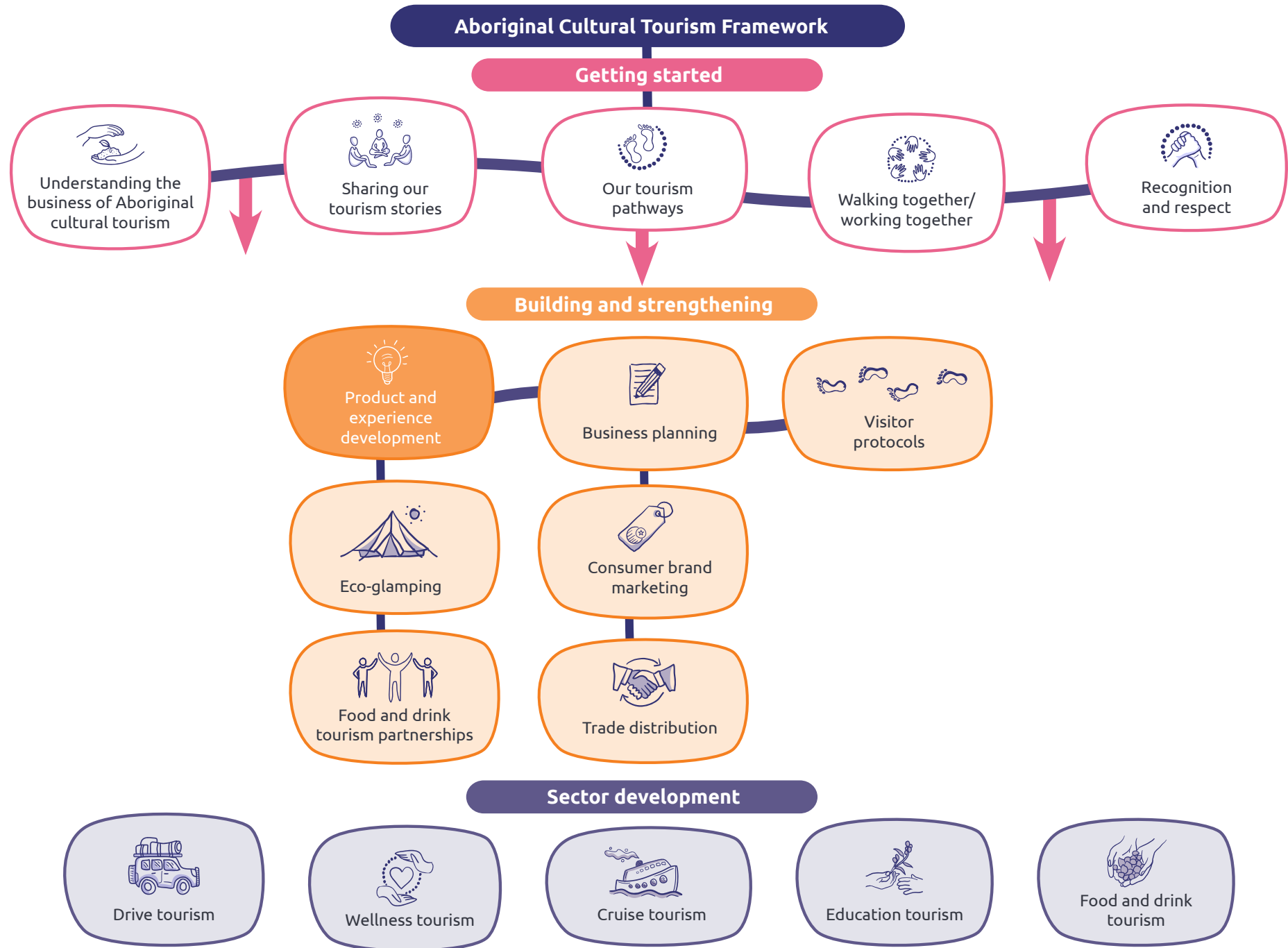
More information

For more information and access to other Aboriginal Cultural Tourism Framework resources visit www.tourismandeventsnt.com.au or contact Tourism and Events NT's Aboriginal tourism team today.

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Tools to help you



Understanding products and experiences

What is a product?

A tourism product is a combination of tangible and intangible elements such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest. These represent the core of the destination marketing mix and create an overall visitor experience including emotional aspects for the potential customers.

A tourism product is priced and sold through distribution channels and it has a life-cycle. Simply, your product is the 'goods and services' you sell to visitors.



What is an experience?

The complete travel experience includes all the tourism needs that a visitor uses from the time they leave home, during their visit to the destination up until they return. This includes transport, accommodation, meals, tours and attractions as well as other activities. When you combine all of these products and needs, together this makes a visitor experience.

A product is what a visitor buys; an experience is what they remember.

A product is yours. A product can be who you are, your story and knowledge, your traditional skills, your Country and what you make to share and sell to visitors. A product can be a guided cultural tour to a special place, sharing stories and teaching traditional activities, selling items we make like art and craft or even places for visitors to eat and sleep.

Definition of product and experience adapted from the Australian Tourism Toolkit, Tourism Australia.

Sharing culture through tourism products and experiences

There are many ways we can connect our cultural ways into our tourism products and experiences:



Storytelling

Guided tours, signs, artwork, print or digital information, cultural workshops, events and on Country experiences.



Community and lifestyle

Day to day 'way of life', sustainable living, tools and shelter, overnight stays, sharing culture and traditions.



Creative

Visit galleries, see artworks such as sculptures, meet artists, participate in creative workshops, attend cultural art exhibitions and festivals and purchase authentic cultural artworks.



Spiritual experiences

Traditional performances, songlines, dance, music, ceremony, festivals and events.



Bushtucker and Bush Medicine

Learning, gathering, sampling, preparing, selling bushfood and bush medicine.



Attractions

Visits to special cultural, natural and historic sites.

For more examples of Aboriginal tourism products and experiences, see the [Sharing our tourism stories guide](#).



Adapted from the United Nations World Tourism Organisation's (UNWTO) cultural tourism definition.

What is a tourism product that makes a memorable visitor experience?

Building your product into a memorable visitor experience looks at everything that is special about your business and the steps you can take to create value for your visitors. Your visitors aren't just buying a product, they will take home an unforgettable experience that they will remember for the rest of their lives.

Commodities



The place, asset or attraction

For example:

- National parks
- Special sites or places
- Cafe or restaurant
- Campground or accommodation
- Cultural centre.

Products



What visitors buy

For example:

- Tours and activities
- Art, crafts and souvenirs
- Camping fees
- Overnight accommodation
- Food and drinks from the cafe or restaurant.

Services



Quality service of our products to visitors

For example:

- Bookings and sales
- Visitor check-in and information
- Easy access and wayfinding
- Tour guiding knowledge, stories and safety
- Chef, cooks and waiters
- Shop customer service
- Cleaning
- Maintenance of facilities.

Experience



The memories visitors take home

For example:

- Easy to book and understand what to expect
- Feeling welcome and safe
- Seeing, learning and immersing in new cultures and places
- Meeting friendly and professional staff
- Enjoying delicious meals
- Comfortable, clean and well-maintained facilities
- Photos and stories to share with family and friends.

Creating value

Creating a tourism product development storyline

Cultural way, your product might be ready to go. You may have the knowledge, stories, activities or special places ready to share with visitors. But there are 'business way' steps you need to take on your product development journey so you can attract and sell to the right visitor markets, meet visitor needs and expectations, keep visitors safe and comfortable and deliver an unforgettable experience.¹

1 Make



- ✓ **What** – what is your product or experience; a tour, goods, an activity, a service or a special place? What will you share with visitors?
- ✓ **When** – when will you offer your product, where is it, is it seasonal, a one off, an hour, a day or overnight?
- ✓ **Who** – who are your target markets? Who will buy your product?

2 Build



- ✓ **Price** – how much will you sell your product for so you can cover your costs and make a profit?
- ✓ **Sell** – how will visitors find and buy your product (online, in person, travel agent)?
- ✓ **How** – how will you deliver your product? Do you need staff, training, infrastructure, equipment?
- ✓ **Cost** – how much will it cost to start, sell and deliver your products? How can you cover these costs? Will you work with a business partner?
- ✓ **Approvals** – what are the cultural way and business way approvals, laws, insurances, terms and conditions?

3 Test



- ✓ **Practice** – invite family, friends or tourism experts to try your product and give them the opportunity to provide feedback.
- ✓ **Fix** – continue to fix, change and improve your product, listening to feedback to make your product high quality, enjoyable and safe.
- ✓ **Risks** – what are the risks of your product for your business, community, Country and visitors? Are there ways you can prevent or manage these risks?
- ✓ **Benefits** – what benefits will your product provide for your community, culture and Country?

4 Visitor Ready



- ✓ **Open** – build excitement by letting visitors learn about your product early so they are ready to buy it. Work with the media, trade partners and the tourism industry who can promote and sell your product.
- ✓ **Check** – throughout your product lifespan, continue to measure success, feedback, visitor changes, risks and challenges. Check, test, change and grow for continuous improvement.

¹ Adapted from [Develop a new product | business.gov.au](https://www.business.gov.au/develop-a-new-product)

Tools to help you

There are a range of tools and support available to help you:

1 Making your product



- For examples of Aboriginal tourism products and experiences, see the [Sharing our tourism stories guide](#).
- Learn more about visitors and the types of products, services and experiences they are interested in from the [Understanding the business of Aboriginal cultural tourism guide](#).
- Business plans and feasibility studies are the tools you use to make, build and test your product to become visitor ready. Learn more in the [Business planning for Aboriginal cultural tourism guide](#).
- Use Tourism and Events NT's [Getting started in tourism checklist](#) – a checklist for you to work through to get your product and business visitor ready.
- [Develop a new product | business.gov.au](#) – a free Federal Government tool with templates and checklists to help you make, build, test and make your product visitor ready.

2 Building your product



- To help visitors find your product and your business, see the [Consumer brand marketing guide](#).
- [How to price your product](#) guide will help you price your product right to cover your costs including commissions.
- To learn more about selling your product, see the [Trade distribution guide](#).
- For cultural way approvals including Indigenous Cultural Intellectual Property (ICIP) and appropriate ways of working with partners, see the [Walking together/working together](#) guide.
- To keep culture, community, Country and visitors safe, see the [Visitor cultural protocols guide](#).

3 Testing your product



- To learn more about risks, how to prepare and manage them, visit [Business risks | business.gov.au](#).
- To think about the different benefits you'd like your products to provide for culture, Country and community, see the [Understanding the business of Aboriginal cultural tourism guide](#).
- Work with Tourism and Events NT and your Regional Tourism Organisation to test, practice and fix your product.

4 Visitor Ready



- See the [Our tourism pathways guide](#) to learn about all the business steps to becoming visitor, market and trade ready.
- Work with Tourism and Events NT's Aboriginal tourism development team (Aboriginal.tourismeventsnt@nt.gov.au), and your local Regional Tourism Organisation ([Tourism Top End](#) or [Tourism Central Australia](#)) to help launch and promote your product to your target markets.
- Review the [Trade distribution guide](#) for steps to take to prepare your product to be market, trade and export ready.

How do I get started on developing my product or experience?

To get started, it is good to think about and write down what your product or experience is. This will then help you to plan a pathway to developing and selling your products and experiences.



Commodity

What is your commodity?
(a shop, a campground,
a tour bus, etc.)

Enter **commodity** here...



Product

What products do you sell
to visitors? (tours, food,
beverages, souvenirs,
accommodation options, etc.)

List **products** here...



Service

What services do you offer?
(guided tours, dining
experiences, opportunities
to meet local artists, etc.)

List **services** here...



Experience

What is the overall
experience you offer
to visitors?

Describe the **experience** here...
What is it you want visitors to
feel, take away and remember?

Creating value



References

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