

NEW ITALY INTERACTIVE MUSEUM

heritage tourism and the Internet

centre for
REGIONAL TOURISM
research

WHY DO THE PROJECT?

The Centre for Regional Tourism Research and the Centre for Cultural Heritage Management at Southern Cross University have been involved in developing a Conservation Management Plan for the New Italy Settlement in the Northern Rivers region of New South Wales. Part of this plan was to devise mechanisms to facilitate sustainable tourism development based on the New Italy Museum and surrounding areas. Tourism would need to be environmentally and culturally sensitive, and may focus on education and community heritage. The Interactive Museum project was developed in collaboration with the Italian Consulate of Australia as a mechanism to help preserve cultural heritage, and to promote visitation through increased awareness of the site. The development of the Interactive Museum can serve as a model for other community-based heritage ventures.

WHAT WAS DONE?

A web site was developed (www.new-italy.com) to not only provide a 'virtual tour' of the New Italy State Heritage Site and Museum, but to allow current and past residents, and others with an historical connection to New Italy to load their own stories and photographs. Users can register with the web site, and submit stories and images which then become part of the virtual tour. The Interactive Museum is the first heritage and tourism website to provide these features. The Centre for Regional Tourism Research has been responsible for designing and building the site, with content provided by our research partners.



Community groups, schools, current and past residents and visitors can use their own computer, or a terminal at the New Italy Museum, to record their own experiences. The dynamic nature of the site, and the attention it bring to the region, will encourage virtual visitors to become actual visitors. A guest book on the site, and a survey at the Museum, will monitor the success of the project.

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In partnership with:

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Heritage Futures Research Centre,
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Gateway
Richmond Valley Council
The New Italy Museum Committee