

GORDON RIVER TOUR OPERATORS

Preface

The Gordon River Tour Operator's Information Kit has been produced to bring together information on a diverse range of topics relevant to the Macquarie Harbour region. The kit has been designed to assist tour operators working not only on the lower Gordon River, but also at the many points of interest around the shores of Macquarie Harbour, the King River, Ocean Beach and the Strahan district.

With the continuing expansion of the tourism industry, and particularly the ecotourism sector, the provision of accurate, up to date information has become an increasingly important part of the role of tour operators and all those involved in the tourism industry. The presentation of such information through interpretive techniques serves many functions, ranging from increasing the understanding and awareness of visitors through to enhancing the quality of the service provided.

The lower Gordon River acts as the western gateway to the Tasmanian Wilderness World Heritage Area. As such, it offers visitors the opportunity to discover the many values that make the region one of the most significant World Heritage Sites in the world. The region is rich in natural wonders and cultural heritage. This kit brings together a wealth of information in an easily accessible form. It is hoped that the kit will provide a valuable resource for all those involved in the tourism industry in the region.

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