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## **Exploring the relationship between destination image, tourist behavior and heritage conservation at the Sydney Opera House**

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### **Abstract**

Heritage and tourism growth is a general concept of many tourism research studies. Many scholars have argued that tourism influences the heritage site by tourist's visiting. Sydney Opera House is a famous destination that is represented by UNESCO list of World Heritage sites which attracts many tourists visiting. This thesis explores the relationship between destination image, tourist behaviour and heritage conservation at the Sydney Opera House. Particularly, its purpose is (1) explore tourists' perceptions of, attitudes to expectations for the site, and (2) consider how tourists' perceptions, attitudes, and expectations influence their behaviour at the site. This research employs literature on heritage and heritage conservation, heritage and tourism, and heritage and tourist impacts. Urry's theory of tourist gaze is used as a foundation to analyse the origin of tourist behaviour at the site. Furthermore, this journal conducted a survey questionnaire, a content analysis to look into question how tourists' behaviours at the Sydney Opera House impacts heritage conservation. This paper shows that there is a circular relationship between tourist behaviour and destination image of the Sydney Opera House, which affects to its heritage significance and conservation. Other further research can use the result of this study to broaden tourism studies regarding tourist behaviour with heritage conservation.

**Keywords:** Heritage, Conservation, Destination image, Tourist behaviour, Sydney Opera House