

## Case Study “Tourism in the Mornington Peninsula”

### Activity Sheet 1 “Tourist activities available in the Mornington Peninsula”

#### Introduction

Activity Sheet 1 is used as an introduction to this case study. It aims to raise awareness of the range and categories of tourist activities and sites available in the Mornington Peninsula. This activity also leads into discussion about the classification of different types of tourist activities and sites and allows for introductory discussion about the factors affecting the different types of tourism (covered in Activity Sheet 2).

The content of this activity sheet relates to the following Key Knowledge and Skills.

#### Key Knowledge - Area of Study 1

- The location and distribution of different types of tourism and tourist destinations.
- Factors affecting the different types of tourism at selected locations.

#### Key Skills

- Collect, sort, process and represent data and other information.
- Identify the characteristics of tourism.
- Describe and explain the different types of tourism and tourist locations and destinations.
- Describe and explain the factors affecting different types of tourism.

#### Introductory Activity

##### Steps

1. Either individually or in pairs, students are to develop a 3-4 day itinerary of activities and sites they would visit in the Mornington Peninsula. Their itinerary needs to include the name, location, activities pursued and cost of the activities undertaken or sites visited. Accommodation and transport also need to be sourced.

A useful site to begin with is <http://www.visitmorningtonpeninsula.org/>. As an alternative to this activity you could use the resources found under the tab “Trip Planner - Plan Your Trip”

2. Allocate a budget for their visit. If you wish you could allocate an initial budget of say \$1,000 and then repeat the activity with a larger budget of \$3,000. This approach would enable you to discuss the impact that disposable income can have on tourism and the range of activities pursued.
3. Share student’s itineraries with the class. This could be done by a short powerpoint presentation with a slide showing each of their day’s activities and one for their costs.

Discuss

- Which were the better itineraries and why.
  - The factors that influenced individual’s choice of activities and sites.
4. Using the content contained in their itineraries develop and complete a table similar to that below.

Name of tourist activity/site in the Mornington Peninsula	Classification of tourist activity/site	Factors impacting on the decision to choose tourist activity/site


Follow up activities

1. Go to Frankston Destination Management Plan - Frankston City Council  
[www.frankston.vic.gov.au/files/assets/.../frankston\\_destination\\_development\\_plan.pdf](http://www.frankston.vic.gov.au/files/assets/.../frankston_destination_development_plan.pdf)

An overview of tourism in the Mornington Peninsula can be found on pages 5-6 of this report. According to the information contained in this document what are the core tourism products for the Mornington Peninsula?

2. For a more specific breakdown of tourist activities in the Mornington Peninsula go to pages 11 and 12 of  
[https://industry.visitmorningtonpeninsula.org/Portals/8/MPT%20documents/Pages%20from%20Mornington-Peninsula-Region\\_Destination\\_Management\\_Plan\\_2014\\_PART2.pdf](https://industry.visitmorningtonpeninsula.org/Portals/8/MPT%20documents/Pages%20from%20Mornington-Peninsula-Region_Destination_Management_Plan_2014_PART2.pdf)

Describe the main tourism activities for each of the following regions

- Frankston and surrounds
- Southern Peninsula
- Northern Peninsula
- Hinterland
- Westernport

Suggest factors that could explain the importance of the different types of tourist activities available in the various regions (Activity Sheet 2 covers these factors in more detail).