Case Study "Tourism in the Mornington Peninsula"

Activity Sheet 2 "The characteristics of tourists in the Mornington Peninsula"

<u>Introduction</u>

Activity Sheet 2 requires students to analyse statistics to develop an understanding of the nature of tourism and the characteristics of tourists visiting the Mornington Peninsula.

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

<u>Key Knowledge - Area of Study 1</u>

- The characteristics of domestic and international tourism.

- The changing characteristics of tourism over time.

- Factors affecting the different types of tourism at selected locations.

<u>Key Skills</u>

- Analyse maps, data and other geographic information to develop descriptions and explanations.

- Collect, sort, process and represent data and other information.

- Interpret and analyse maps and other geographical information.

- Identify the characteristics of tourism.

- Describe and explain the factors affecting the different types of tourism.

<u>Origin of visitors to the Mornington Peninsula</u>

1. According to the Mornington Peninsula Regional Tourism Summary, for the period ending March 2018 the Mornington Peninsula had over 7.3 million domestic (overnight and daytrip) and international overnight visitors. Of these 1.7 million were domestic overnight visitors, 5.6 million were domestic day trip visitors whilst 60,000 were overseas visitors.

   a. Create a pi - chart showing the above data. Ensure that this graph has the appropriate geographic conventions.
   b. Suggest reasons that could account for the above trends.

To assist with this response you could also look at the data contained on page 8 of https://industry.visitmorningtonpeninsula.org/Portals/8/MPT%20documents/Pages%20from%20Mornington-Peninsula-Region_Destination_Management_Plan_2014_PART2.pdf

According to this document in 2014, 83% of visitors to the Mornington Peninsula came from Victoria, whilst 14% were from interstate and 3% were from international sources. One could assume that due to proximity a high percentage of Victorian visitors came from Melbourne and surrounds.

2. If you wish to extend this task you could go to https://www.business.vic.gov.au/__data/assets/pdf_file/0003/1687116/Mornington-Peninsula-Regional-Summary_year-ending-March-2018.pdf

Using the data from this site create a line graph showing for the past 6 years showing the trends in
- Domestic Daytrip Visitors
- Domestic Overnight Visitors
- Overseas Visitors

For each of the above categories describe the trends shown. Suggest reasons that may account for these trends (eg the declining value of the Australian dollar may help to explain the rise in domestic visitors for 2018).

3. For 2016 the top 3 nationalities that visited the Mornington Peninsula are shown below

United Kingdom 7,000 visitors

New Zealand 5,000 visitors

USA 3, 000 visitors

Source: Tourism Research Australia, Local Government Area Profiles 2016

a. Conduct the necessary research to compare the nationalities of international visitors to the Mornington Peninsula to that of Australia.
b. Suggest reasons that may account for the differences/similarities in the origin of international visitors noted above.
c. Go to https://industry.visitmorningtonpeninsula.org/Portals/8/MPT%20documents/Pages%20from%20Mornington-Peninsula-Region_Destination_Management_Plan_2014_PART2.pdf"

   Comment on the number of International Visitors staying in the Mornington Peninsula compared to those staying in regional Victoria and Victoria as a whole (please note that these statistics relate to 2013/4).

Purpose of visit to the Mornington Peninsula

Go to Local Government area profiles | Tourism Research Australia
https://www.tra.gov.au/research/...tourism/local...profiles/local-government-area-profil

Find the profile for the Mornington Peninsula. Using the data from this site, draw an appropriate graph/s showing the reasons for visits for each of the following groups. Ensure that these graphs have the appropriate geographic conventions.

- International Visitors

- Domestic Overnight Visitors

- Domestic Day Trip Visitors

Destination of visitors in the Mornington Peninsula

1. Go to https://industry.visitmorningtonpeninsula.org/Portals/8/MPT%20documents/Pages%20from%20Mornington-Peninsula-Region_Destination_Management_Plan_2014_PART2.pdf "

Using the data contained in the above document complete the table below.

Visitor Numbers (%) per tourism precinct

Tourism Precinct	% overnight visitors	% day trip visitors	% total visitors
Frankston & Surrounds			
Southern Peninsula			
Northern Peninsula			
Hinterland			
Western Port			

2. Convert the data regarding the % of total visitors into a suitable graph. Ensure that this graph has the appropriate geographic conventions.

3. For each of the tourism precincts above describe the trends for

- % overnight visitors

- % of day visitors

- % of total visitors

Suggest factors that may explain the above results (to assist your response refer back to the content from Activity Sheet 1).

Extension Activities

Go to https://industry.visitmorningtonpeninsula.org/Portals/8/MPT%20documents/Pages%20from%20Mornington-Peninsula-Region_Destination_Management_Plan_2014_PART2.pdf

Refer to the table tiled "Influencing Macro Trends" Describe how the following factors could impact on domestic and international visitors

- Economic

- Travel Behaviour

- Consumer Trends

Which of these factors do you consider would have the largest impact on tourist numbers in the Mornington Peninsula?