

Case Study “Tourism in the Mornington Peninsula”

Activity Sheet 3 “The impacts of tourism in the Mornington Peninsula”

Introduction

Activity Sheet 3 requires students to evaluate the environmental, economic and socio - cultural impacts of rising tourist numbers in the Mornington Peninsula, with a particular emphasis on the Southern Peninsula. The information for this activity sheet is obtained by a combination of research and interviews with local residents and businesses. These interviews can be done either during a fieldwork trip or in class via a teleconference. To arrange these interviews contact Polperro (www.polperro.com.au). The content of this activity sheet is relevant to and supported by the fieldwork activities also found on this site.

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

Key Knowledge - Area of Study 2

- The environmental and economic impacts of tourism at a range of locations and spatial and temporal scales.
- Socio-cultural impacts of tourism at origin and destination.
- The environmental sustainability, economic viability and socio-cultural value of tourism at a range of scales.

Key Skills

- 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 types of tourism impacts at a range of locations and scales.

Economic Impacts of Tourism

1. 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 contained at this site complete the following tasks.

- a. Comment on the contribution that tourism in the Mornington Peninsula makes to employment (both direct and indirect) and Gross Regional Product. If you wish to extend this question you could graph the trends in the above criteria for the past 6 years.
- b. Compare the economic contribution of tourism to the Mornington Peninsula (as outlined in the previous question) to that of Victoria as a whole. For 2016-17 tourism in Victoria was estimated to be worth \$24.8 billion (a rise of 8.7%) and generated 214,500 jobs (a rise of 7.6%).
- c. Which category of visitors were the largest contributors to the economy of the Mornington Peninsula?

2. Go to [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%20Destination%20Management%20Plan%202014%20PART2.pdf)

- a. Using the data found at this site complete the table below

Tourism Precinct	% of total expenditure generated by tourism	% of employment (direct/indirect) generated by tourism
Frankston and Surrounds		
Southern Peninsula		
Northern Peninsula		
Hinterland		
Western Port		

- b. Comment on the economic significance of tourism for each of the above precincts.
- c. Suggest factors that may account for the trends shown, in particular that of the Southern Peninsula tourism precinct. When answering this question take into account the characteristics of each of these precincts and the tourist attractions available.

Follow up discussion points

Below are discussion points regarding the economic impacts of tourism in the Mornington Peninsula. These impacts focus more on tourism in the Southern Peninsula and in coastal towns such as Sorrento. To elaborate on these points, interviews with local residents and businesses can be arranged. These interviews can be undertaken during fieldwork trips or via teleconferences. Please contact Polperro (www.polperro.com.au) to arrange this.

- Whilst tourism is undoubtedly an important contributor to the economy, the figures regarding employment may overstate the size of this contribution due to the nature of work in this industry. For example, in coastal towns such as Sorrento this work may be seasonal, with casual workers only working a few hours per week with low rates of pay.

This argument can be supported by the information found at Tourism Research Australia- State of the Industry 2016-17

https://www.tra.gov.au/tra/soi/2017/TRA_State%20of%20the%20Industry%202017.pdf

According to this site, in May 2017 47% of people in the tourism industry in Australia were part time compared to a 32% average for all industry sectors. Further 23% of those employed in the tourism sector were full time students. At the time of these statistics the national average weekly earnings was \$1,179. In comparison, the average weekly earnings for key areas in tourism were much lower. For example, the average weekly earnings of those in the food sector was \$556.10 whilst the average weekly earnings for those in the tourism retail trade was \$683.

- If income generated by tourism is invested back into the local community it can provide several benefits, such as improved infrastructure, transport and better health and education facilities. The income and jobs created by tourism theoretically should result in a higher standard of living for local residents.
- In some popular coastal towns, such as Sorrento, multi national chain stores have grown in numbers, with fewer businesses owned by local operators (see follow up activity below). As a result income generated through these businesses is more than likely to leave this area.

Further, multi-national stores tend not to use local suppliers or businesses resulting in a decline in indirect employment in the area.

- Rising rental costs for businesses (a combination of the popularity of coastal towns and the entry of chain stores) mean that local businesses have higher operating costs resulting in some of these businesses closing down or relocating to less popular areas of the township (in turn impacting on their business). Only larger businesses such as the chain stores mentioned above can afford these higher rental costs.

Follow up activity.

This activity could be used to provide further evidence about the extent that businesses in Sorrento are dependent on tourism. It could also be used to show the changing nature of business in Sorrento due to the rising number of boutique/ franchise shops.

Go to Google Maps and using the 3D image available where possible find the names/types of shops located in the main shopping area of Sorrento (Ocean Beach Road). Record these results in a table such as that shown below. These results could be then collated and graphed and included as evidence regarding the impacts of tourism. A similar activity could also be undertaken during a fieldwork trip.

Name of business and product/service provided	Classification of business. E.g. retail, hospitality, business services, entertainment, food suppliers (supermarket, butcher bakery) or other	Indicate whether this business <ul style="list-style-type: none"> • mainly serves the local population or tourists. • Is a boutique or franchise business not typically found in a town.

Socio-cultural Impacts

Below are discussion points regarding the socio-cultural impacts of tourism in the Mornington Peninsula. These impacts focus more on tourism in the Southern Peninsula and in coastal towns, such as Sorrento. To elaborate on these points, interviews with local residents and businesses can again be arranged. These interviews can be undertaken during fieldwork trips or via teleconferences. Please contact Polperro (www.polperro.com.au) to arrange this.

- With income and employment being generated through tourism the standard of living for local residents should improve.
- If income generated from tourism is reinvested back into the community the quality of infrastructure and services should improve.
- In 2016 3,902,000 people visited the Southern Peninsula - an average of 10,690 per day. This has significant impacts for local townships. For

example, if we assume just 20% of these visitors came to Sorrento then that would be an average of 2,138 additional people per day. One could safely assume that for the weekends and holiday periods this number would be larger. Given that Sorrento's population according to the 2016 census was 1,596 this creates serious pressures such as

- traffic congestion.
- finding a car park in Sorrento. (as an extension to this point go to google maps and count the number of car parks available. Consider whether there are sufficient car parks available to cope with the number of visitors).
- Increased pedestrian traffic and overcrowding in stores.
- Increased pressure on infrastructure and facilities such as the Frankston Hospital and town's waste management facilities.
- Repeated power failures across the southern region due to high usage over summer. This has resulted in shops being forced to close due to refrigeration failure and stores being unable to use registers and computers.

To overcome this problem diesel generated power is being introduced for the 2018 -19 summer season to off-set power failures. As a result the carbon footprint associated with tourism will increase.

- With the influx of multi-national businesses there is a loss of community spirit that comes with local small businesses, such as the sponsoring of local sports clubs, schools and other community events.

One could also question whether these businesses are servicing the needs of the local population. For example, given Sorrento's age structure (shown below) one could question how many of these people are being serviced by such businesses.

Median Age - 45	25- 34 - 11.3%
0-18 - 27.8%	35 - 49 - 21.6%
19-24 - 8.5%	50 + - 30.8 %

- Visitors to the area expect the facilities and infrastructure that larger cities have to offer. To supply such infrastructure rises in rates have to occur, raising the cost of living for local residents. Further, money spent on tourism infrastructure means that less money may be spent on other infrastructure and facilities.
- With a growth in the number of houses being owned by people who do not permanently live in Sorrento (ie those that visit during weekends or holiday periods) and the rise in the number of apartments for holiday accommodation, there has been a drop in the amount of rental accommodation available for permanent residents and an associated rise in rental costs. These rising housing prices and rental costs could result in the displacement of some families. According to Real Estate.com the median house for Sorrento is \$1.375 million (\$695,000 for Victoria) whilst the median rent is \$500 per week (\$395 for Victoria and \$410 for Melbourne). However, for 2017-18 to date, the average price rise for Sorrento is below the average for Victoria (6.63% for Sorrento compared to 7.39% for Victoria). Further, the once vibrant backpacker visitation is now non-existent due to high land and property prices and lack of affordable accommodation. This situation has also come about due to the lack of suitable public transport in the Peninsula.

Environmental Impacts

Below are discussion points regarding the environmental impacts of tourism in the Mornington Peninsula. These impacts focus more on tourism in the Southern Peninsula and in coastal towns, such as Sorrento. To elaborate on these points, interviews with local residents and businesses can again be arranged. These interviews can be undertaken during fieldwork trips or via teleconferences. Please contact Polperro (www.polperro.com.au) to arrange this.

A range of fieldwork activities available on this site also provide indepth information regarding the environmental impacts of tourism. Guest speakers from Polperro can also be organised to discuss these issues.

- People visiting the area gain a greater appreciation of the environment and an understanding of the need for conservation.

- Income generated from tourism can be reinvested into conservation projects.
- The growth in eco tourism has resulted in more educational programs being delivered - assuming that the eco tourism operators are bona-fide.
- To cope with the increased traffic an extension of the current freeway is being discussed. One of the potential routes has this freeway passing through significant wetlands at Tootgarook. These wetlands are important to our indigenous people and contain significant plant and animal species. The flow of underground water from these wetlands goes into the Port Phillip Bay and provides nutrients for the growth of sea grass, which in turn is an important feeding area for marine life.
- Impact of recreational fishing on marine life resulting from entanglements with discarded fishing line and hooks.
- Impact of boating and jet skis in Port Phillip Bay. According to the Boating Industry Snapshot 2015, 477,000 Victorian residents owned a marine vessel. Of these 68% operated in Port Phillip and Westernport Bays. This can impact heavily on the marine environment. (see Activity Sheet 13 in the Environmental Change and Management unit found in the education sector of this website)
- Increase tourist numbers can potentially result in an increase in the amount of waste, particularly plastics. Such waste decreases the aesthetic value of the site and can impact on the wellbeing of marine life.
- Erosion in vulnerable areas such as the cliff face at London Bridge located at Portsea and dune blowouts along Koonya Ocean Beach. (refer to the fieldwork activities for these locations found at this site)