

## Case Study “Tourism in the Mornington Peninsula”

### Activity Sheet 4 “Managing tourism in the Mornington Peninsula”

Activity Sheet 4 investigates the management strategies implemented in the Mornington Peninsula, in particular the Southern Peninsula, in response to the environmental, economic and socio-cultural impacts of tourism raised in Activity Sheet 3. Students are also required to evaluate the effectiveness of these strategies and whether tourism in this region is sustainable.

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

#### Key Knowledge - Area of Study 2

- The range of management strategies responding to environmental, economic and socio-cultural impacts and the consequences of these responses.
- The effectiveness of management strategies in response to the impacts of tourism.
- The role of planning for sustainable outcomes in tourism.

#### Key Skills

- Analyse maps, data and other geographic information to develop descriptions and explanations.
- Collect, sort, process and represent data and other information.
- Describe the range of management strategies linked to tourism.
- Evaluate the effectiveness of management strategies in relation to environmental sustainability, economic viability and socio-cultural value of tourism, as appropriate.

#### Managing Tourism in the Mornington Peninsula

The Mornington Peninsula Region - Destination Management Plan provides an overview of proposed strategies for tourism within this region. This plan can be found at <https://industry.visitmorningtonpeninsula.org> > About Us > Strategies and Brand

With reference to the content found at this site complete the following tasks.

1. What is destination management? What is the purpose of destination management? (page 1)
2. What are the broad objectives of the Mornington Peninsula Region-Destination Management Plan? (page V11)
3. The proposed strategies of this plan have been broken up into the following categories.
  - Regional Initiatives
  - Specific Investment Initiatives
  - Supporting Infrastructure Initiatives
  - Ongoing Opportunity Initiatives
  - Catalytic Initiatives

Briefly explain what each of these categories of initiatives involves (page 23).

4. Divide the class into 4 groups and allocate each group one of the first four initiatives cited above. Alternatively, break the class up into groups of 4 with each member of the group allocated one of the first four initiatives. Using the content contained in the website (pages 25 - 45) complete the table below for their allocated initiative. Once each group has finished this task arrange for this information to be shared - this method will vary according to how you broke the groups up.

5. According to the Destination Management Plan how will these strategies be evaluated (page 52).

Category of initiative: .....

Initiative	Need for initiative	Objective of initiative	Location of initiative	Evaluation - what impact will this initiative have on the economic, environmental and socio-cultural issues raised? Comment on whether this initiative will ensure the sustainability of tourism.


### Management strategies for specific sites in the Southern Peninsula

#### Mornington Peninsula National Park

Information regarding the impact of tourism for the Mornington Peninsula National Park and the management strategies used to address associated concerns is obtained by analysing the content contained on Park Victoria's website and by visiting selected sites during a fieldwork trip. These fieldwork sites are concentrated in the Southern Peninsula.

Prior to your fieldwork trip it is recommended that you complete the following set of tasks. Questions 1- 6 provide broad information about the park and management strategies. If you wish to extend this task Questions 7-8 go into more detail about the specific management strategies of this park. Whilst there are a range of issues addressed in this document, the tasks below focus on the impact of visitors coming to the park.

With reference to the content contained at the website below answer the following questions.

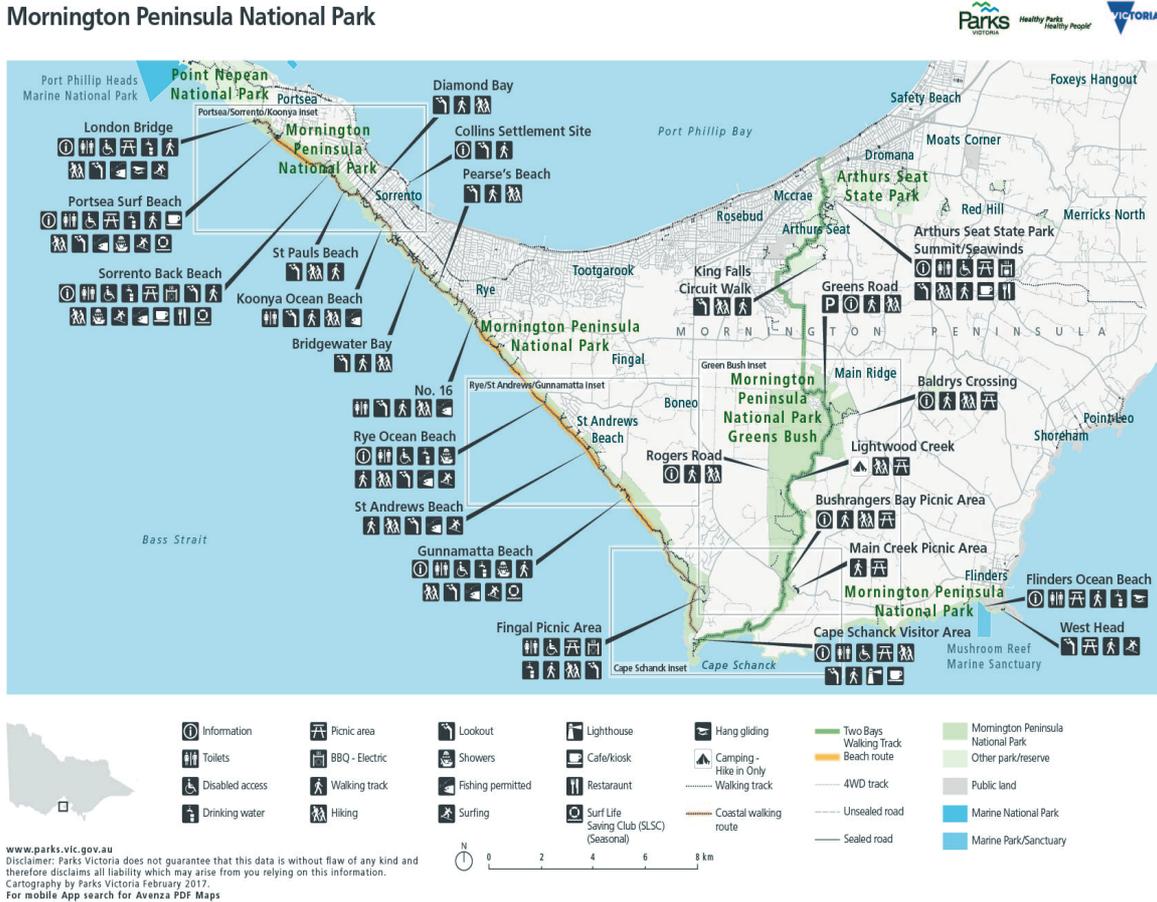
[https://parkweb.vic.gov.au/\\_\\_data/assets/pdf\\_file/0003/313356/Mornington-Peninsula-National-Park-and-Arthurs-Seat-State-Park-Plan.pdf](https://parkweb.vic.gov.au/__data/assets/pdf_file/0003/313356/Mornington-Peninsula-National-Park-and-Arthurs-Seat-State-Park-Plan.pdf)

1. Describe the relative location of the Mornington Peninsula National Park. How does this location place more pressure on this park (page 3)?

By referring to a google map of this area list the other land uses surrounding this park. Discuss whether you believe that these land uses add any additional pressures to this park.

- For future reference download a map similar to that below showing the area and features of the Mornington Peninsula National Park.

### Mornington Peninsula National Park



- Describe the key geographical characteristics of the Mornington Peninsula National Park (pages 3-4 and 15-20).
- Describe the broad aims of the management strategies contained in this report (pages 5-6).
- According to the map above and the information contained on pages 26-7, what are the main visitor activities at the Mornington Peninsula National Park? Which sites in the park tend to be the most popular?
- What is the purpose of zoning within the park? Briefly describe the characteristics and uses for each of these zones as outlined on pages 9-10.
- For the following broad management areas outline the aims of the management strategies and the specific methods that will be used to achieve these aims (pages 27-34).

- Providing for the visitor
- Marketing
- Informing the visitor

8. With reference to the content contained on pages 35-50 complete the table below (you may choose to complete this task in groups)

Focus area	Aims of specific strategies	Summary of specific strategies
Day use areas		
Major attractions		
Vehicle access		
Walking		
Camping		
Beach going		

Horse riding		
Cycling		
Hang gliding/ Para gliding		
Fossicking		
Dogs		
Commercial tour operators		

### Follow up activities

1. Given the increasing number of visitors coming to the Mornington Peninsula National Park you could also investigate the strategies discussed under Resource Conservation and Park Protection that are available to ensure the sustainability of this environment.
2. As a class evaluate whether the current and proposed strategies will ensure the sustainability of tourism in this environment. This discussion could also include the factors that may limit the effectiveness of these strategies, such as adequate funding.

## Mornington Peninsula National Park Fieldwork Sites

A range of fieldwork sites in the Mornington Peninsula National Park are available. These support the above content and allow you to investigate location specific site issues that have arisen via tourism and the management strategies that have been implemented to address these issues. For each of the following sites fieldwork questions and activities have been developed and are attached to this unit.

The fieldwork sites include

- London Bridge - Fieldwork activities and questions for this site focus on the impacts of tourism on a coastal area, how these impacts are managed and the effectiveness of these management strategies.
- Koonya Ocean Beach - Fieldwork activities and questions for Koonya explore the environmental problems that have arisen from human activities at this site and evaluate the management strategies implemented to overcome these issues.
- Gunnamatta Ocean Beach - Fieldwork activities and questions for this site concentrate on the well developed management strategies used to ensure the sustainability of tourism at this location.
- Cape Schanck - Fieldwork activities and questions have been designed to evaluate the management strategies that have been introduced to ensure the sustainability of tourism at this site.

## Sorrento Coastal Management Plan

The Mornington Peninsula Shire has a range of coastal management plans that can be found at <https://www.mornpen.vic.gov.au/>. Once at this site go to Building and Planning then Coastal Planning followed by Coastal Management Plans. The following tasks relate to the Sorrento Coastal Management Plan. However, similar tasks could be developed for the other plans shown found on this website.

With reference to the content contained on this site complete the following questions.

1. What is the relative location of the Sorrento Foreshore Reserve? Describe the key characteristics of the Sorrento Foreshore Reserve (page 8). More specific detail about these features can be found prior to each of the recommended strategies.

2. On the map provided show the location of the key features of the Sorrento Foreshore. Ensure this map has the correct geographic conventions. (Figure 2 on page 10 is a useful starting point for this task)

3. Outline the purpose of the Sorrento Coastal Management Plan (page 3). Describe the overall vision for the Sorrento Foreshore (page 13).

4. Which bodies are involved in the management of this site?

5. On the previous map of the Sorrento Foreshore, using an appropriate key, show the location of the different nodes.

Outline the uses for each of these nodes. What do you believe is the purpose for establishing each of these nodes? (page 15- 16)

6. The following questions relate to specific strategies regarding recreational uses of this reserve. You may wish to extend this task and investigate the other categories of strategies for this site such as strategies for natural systems and strategies for cultural heritage.

a. Name the four distinct recreational areas of the Foreshore Reserve. What are the typical uses at each of these areas? (pages 33 -35)

b. Refer back to Question 5 above regarding the location of the different nodes. For each of the recreational areas comment on whether there are any conflicts between the typical uses of this area and those designated by the nodes.

c. Using the information contained on Page 36 of this report complete the table below.

Issues	Objectives	Actions
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7. Divide the class into groups of four. Within each of the groups, individual members select one of the following specific strategies found in this report.

- Strategies for facilitating safe access and use
- Strategies for infrastructure and car parks
- Strategies for climate change
- Strategies for commercial operators, tourism and events

Using a format similar to the above table, each student is to summarise the key points and then share their findings with the other group members.

Follow up activities

8. As a class discuss whether the strategies contained in the Sorrento Coastal Plan achieve their objectives and on a broader scale resolve any of the environmental, economic and socio-cultural impacts of tourism as discussed in Activity Sheet 3. Discussion should also include whether these strategies are sustainable.

Based on this discussion, students are to write a short report evaluating each of the above key strategies areas that have been investigated. When evaluating these strategies students should comment on whether they consider the strategies achieve their aims and whether they consider them to be sustainable.

9. Working in pairs students are to design their own plans for the Sorrento Foreshore Reserve to ensure the sustainability of this site. These strategies must comply with the nodes discussed in Question 5. These plans are to be presented to the class and should contain the following elements
  - An outline of the specific issues arising from tourism that they wish to address (you may wish to place a limit on the number issues) and a brief explanation as to why they consider these issues important.
  - A description of the individual strategies, including how and where the strategy will be implemented and a discussion of how the strategy will help to resolve the specific issue arising from tourism. The location of these strategies should be shown on a base map and if possible images showing these strategies included.
  - A discussion of the potential limitations of these strategies, such as conflicts with user groups and funding issues.

Please note that a fieldwork activity for the Sorrento Foreshore is attached with these activity sheets.

### Polperro Seal and Dolphin Swims

Polperro is Eco Certified - "Advanced Tourism" and as such provides an excellent case study of the requirements to be recognised as an eco tourist operator and the methods they use during their tours to not only accomplish this certification but to ensure the sustainability of the marine environment. Polperro can also provide both land based and water based presentations about the strategies in place to

protect the unique marine environment of Port Phillip Bay. There are a range of fieldwork questions and activities attached to this unit that directly relate to Polperro and their presentations.

Polperro also has expert guest speakers that are available to visit your school. Details as to how to contact Polperro can be found on their website ([www.polperro.com.au](http://www.polperro.com.au)).

### Portsea Pier/Front Beach

Fieldwork activities and questions for this site focus on the impact that the changing wave conditions have had on tourism operators and surrounding businesses. Strategies to ensure the sustainability of this environment and consequently the sustainability of tourism in this location are examined and evaluated. These activities are again attached to this unit of work.