



This resource remains copyright to the Phillip Island Nature Parks. It is shared for the purposes of student learning only. Do not distribute or modify.

**The resource is suitable to assist students studying VCE Geography - Unit 2 Tourism**

In this unit students investigate the characteristics of tourism, with particular emphasis on where it has developed, its various forms, how it has changed and continues to change and its impacts on people, places and environments.

The study of tourism at local, regional and global scales emphasises the interconnection within and between places. There is an interconnection between places tourists originate from and their destinations through the development of communication and transport infrastructure, employment, together with cultural preservation and acculturation. The growth of tourism at all scales requires careful management to ensure environmentally sustainable and economically viable tourism.

Students undertake fieldwork in this unit and report on fieldwork using the structure provided.

**Area of Study 1: The Characteristics of Tourism**

**Key knowledge:**

- The characteristics of domestic and international tourism
- The changing characteristics of tourism over time
- The location and distribution of different types of tourism and tourist destinations

- Factors affecting the different types of tourism at selected locations  
Including:
  - natural and human characteristics of host destinations
  - development of transport and communication technology
  - international agreements and national policies
  - changing income and lifestyles
  - investment and marketing
  - regional occurrences, for example major events, disasters, diseases, and economic and political situations
- the use of spatial technologies by the tourism industry for the identification of different types of tourism and tourist destinations and the factors affecting domestic and international tourism

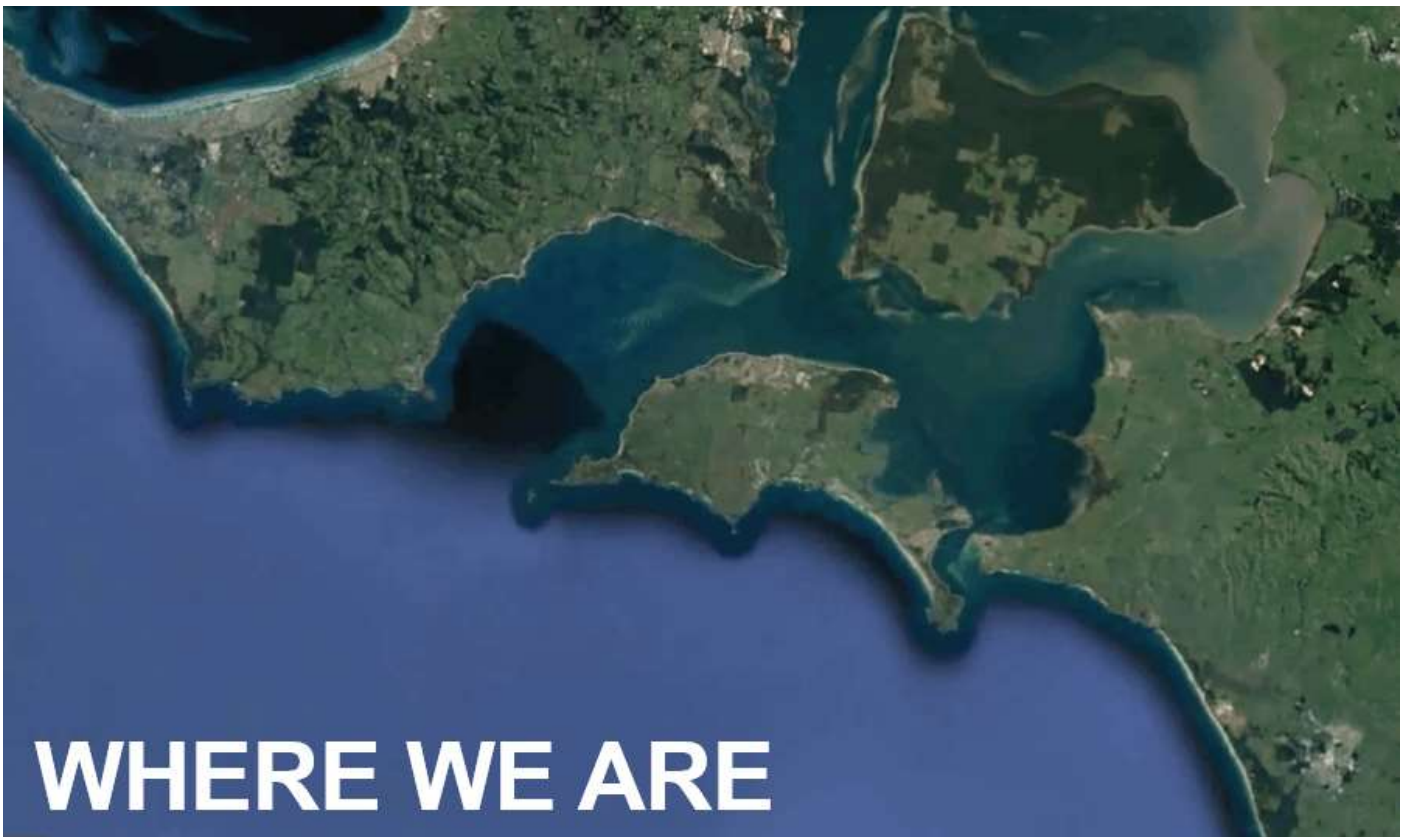
### **Area of Study 2: The Impacts of Tourism**

#### ***Key knowledge:***

- The environmental and economic impacts of tourism
- Socio-cultural impacts of tourism at origin and destination
- 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 environmental sustainability, economic viability and socio-cultural value of tourism
- The role of planning for sustainable outcomes in tourism

Millowl is the Bunurong name for Phillip Island. It is part of the country recognised as being the traditional land and waters of the Bunurong and is steeped in cultural history dating back tens of thousands of years.

We acknowledge the Traditional Owners of the land on which we live, work and learn, the Bunurong. We pay our respects to their Elders past, present and emerging.



## WHERE WE ARE

Located approximately 2 hours southeast of Melbourne, Phillip Island (Millowl) is home to the largest little penguin colony in the world. Visitors from all over the world, experience the magic of watching these amazing seabirds waddle home from the ocean to their burrows any night of the year.



# WHO WE ARE



Phillip Island Nature Parks (the Nature Parks) is a unique conservation organisation that provides ecotourism experiences on Phillip Island (Millowl).

Home to the world-famous Penguin Parade, as well as other eco-tourism attractions: Churchill Island Heritage Farm, Antarctic Journey at The Nobbies and the Koala Conservation Reserve.

The Nature Parks has recently been included in the 2022 New York Times [‘Must see places to visit for a changed world’](#)



The Nature Parks has approximately 200 staff consisting of full time, part time and casual positions across Conservation, Research, Tourism, Operations, Education, Commercial and Retail.

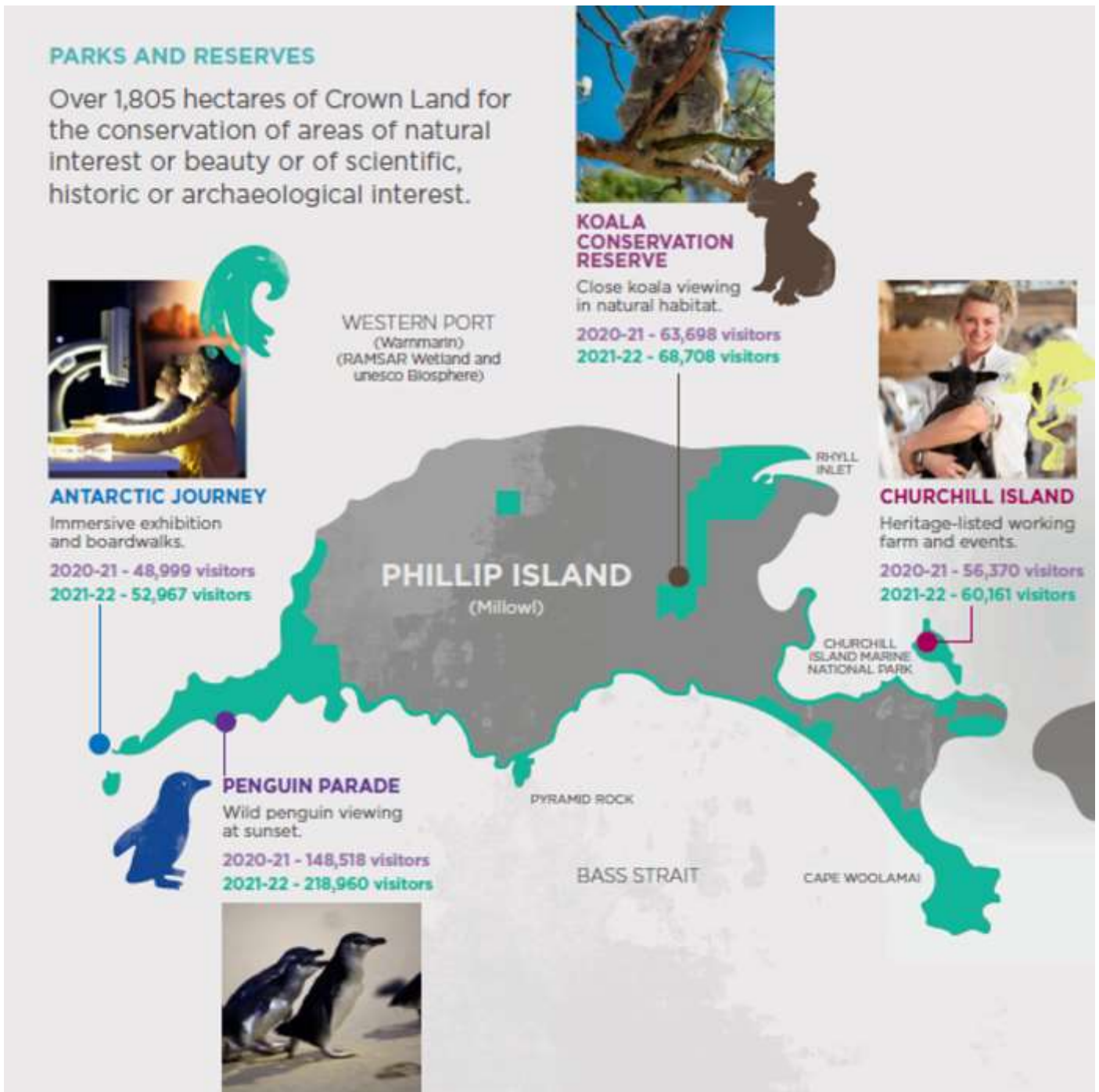


We also have a thriving and active team of Volunteers. Volunteers at the Nature Parks help us protect nature for wildlife and inspire others to act. We have a broad range of opportunities for volunteers who love our island as much as we do.



Volunteers work directly with Nature Parks staff in a variety of areas including visitor experience, threatened species, propagation and revegetation, historical research and environmental research.





Phillip Island Nature Parks runs four major tourism attractions on the island.

### Protecting Nature for Wildlife

Visitors to our ecotourism attractions fund the vital research, conservation and education work we do. Our staff care for over 1,805 hectares of beaches, bushland and wetland reserves on Phillip Island.



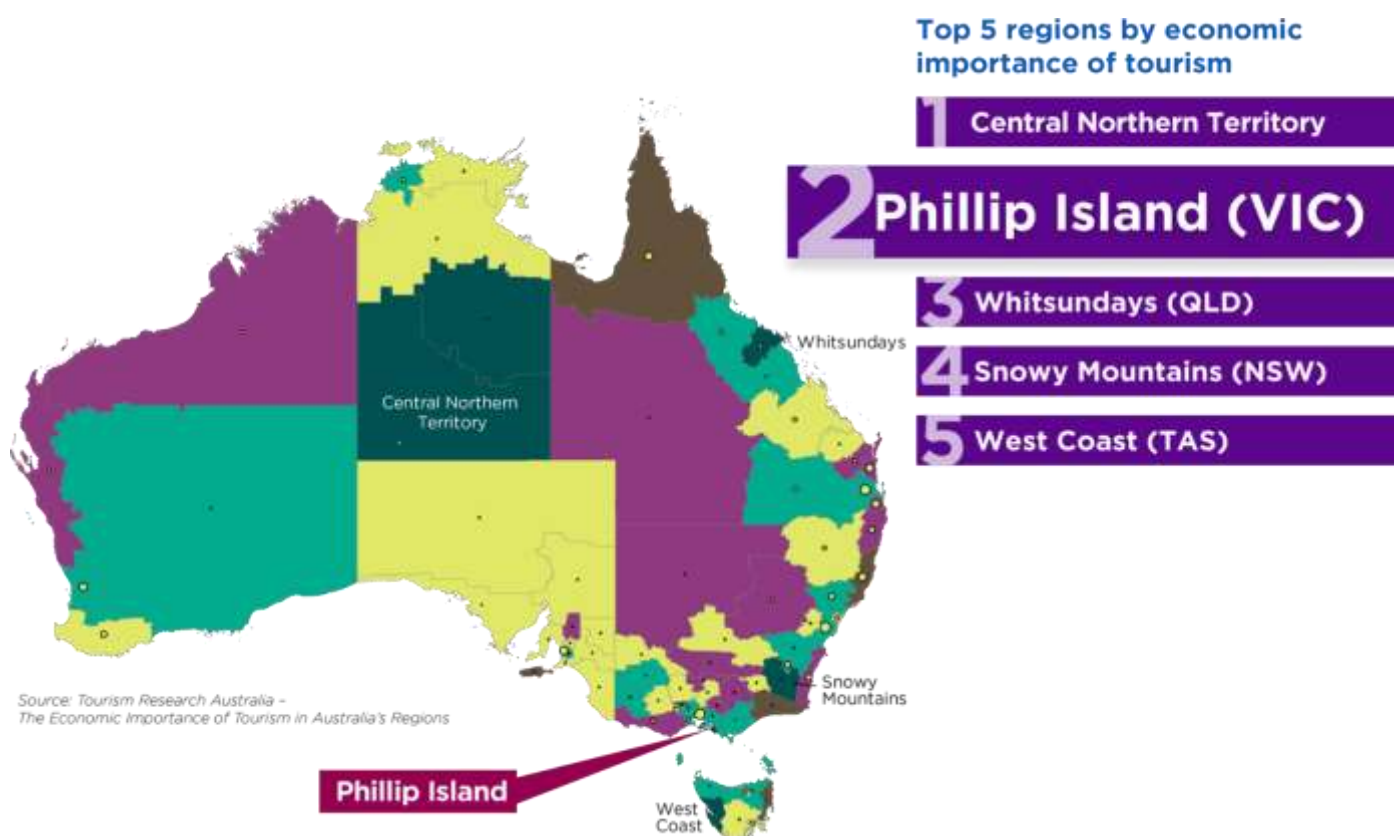
Not just the Nature Parks and not just Little Penguins. Phillip Island as an iconic tourist destination in Victoria

## [Visit Phillip Island Website](https://www.visitphillipisland.com.au)

Image from: <https://www.visitphillipisland.com.au/see-do/walks-trails/phillip-island-touring-trails>

Phillip Island (Mallow) has many tourism attractions at different scales appealing to different visitors. A useful resource to learn about these attractions is the Visit Phillip island website

Other key tourism attractions on Phillip Island include: Wildlife Coast Cruises, Phillip Island Grand Prix Circuit and Go Karts, The Chocolate factory, Amazen Things, Vietnam Veterans Museum.



Tourism is critical for the Phillip Island local community and economy.

The Penguin Parade is an important part of the Victorian economy as it is one reason for many international visitors to come to Melbourne and visit Victoria.

### 2023 Updates:

Victoria's international tourism numbers are said to be bouncing back.

The Penguin Parade had a record 18 sold-out nights in a row over the 2022-23 summer peak.

17% of visitors declared themselves as international travellers in December 2022, compared to 11% in September 2022 (overseas attendees were up to 60% pre-pandemic). **Source: The Age February 7, 2023**

The Little Penguin, *Eudyptula minor*, is an iconic seabird with important economic value to Victoria. The Penguin Parade on Phillip Island forms an important component of Victoria's tourism generating \$500 million per annum for Victoria and providing direct employment to around 200 staff. **Source: Coast Adapt Snapshot published by the National Climate Change Adaptation Research Facility / Australian Government – Department of the Environment and Energy. Chambers, L.E., and P. Dann, 2017: Implementing climate change adaptation options for Little Penguins. Snapshot for Coast Adapt, National Climate Change Adaptation Research Facility, Gold Coast.**



## WHY VISITORS COME TO PHILLIP ISLAND

### Top 10 visitor expectations



The top motivation for visitors to come to Phillip Island is for a nature-based experience.

73% of international and interstate tourists included the Penguins in their itinerary before arriving in Victoria.

International & Domestic Tourism Statistics from Austrade: [Tourism Research Australia | Tourism Research Australia](https://www.austrade.gov.au/en/tourism-research-australia)



Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.

– Ecotourism Australia

<https://www.ecotourism.org.au>

Phillip Island Nature Parks (PINP) has eco accredited people, products, and attractions. The Nature Parks has been certified as an advanced ecotourism destination.

**Nature Tourism:** Tourism in a natural area that leaves minimal impact on the environment.

**Ecotourism:** Tourism in a natural area that offers interesting ways to learn about the environment with an operator that uses resources wisely, contributes to the conservation of the environment and helps local communities.

**Advanced Ecotourism:** Australia's leading and most innovative ecotourism products, providing an opportunity to learn about the environment with an operator who is committed to achieving best practice when using resources wisely, contributing to the conservation of the environment and helping local communities.



Little Penguin (*Eudyptula minor*) which means, good little diver.

What is it about this species that motivates visitors from all over the world to travel to Phillip Island to meet them?

- World's smallest penguin
- Only blue penguin
- Weighs 1kg
- Height 33cm

Kingdom: Animalia

Phylum: Chordata

Class: Aves

Order: Sphenisciformes

Family: Spheniscidae



Little penguins Nature Notes: [Little penguins » Phillip Island Nature Parks](#)





Little penguins are endemic to southern Australia and New Zealand

Distributed from Fremantle in WA to northern NSW and Tasmania

Gabo Island is the second largest colony with 23k breeding pairs, with Phillip Island the largest currently with approximately 40K breeding pairs.

## PHILLIP ISLAND RESEARCH

### *Phillip Island Penguin Study Group*

- Nightly counts – 50minutes
- Burrow work – mapping, health checks, surveys

### **Current Research**

- Weigh Bridge
- Tracking – 2023 - using an ocean sailing drone to map penguin foraging areas.
- Penguin Burrow Cameras
- Oiled Seabirds Operations



The Phillip Island Penguin Study Group was formed in 1968 by Pauline Reilly. Conducting: Nightly counts of penguins crossing the beach and field work study of burrows. The study group intended to answer the questions of how long penguins live for and do they mate for life. These were the most common questions asked by visitors.



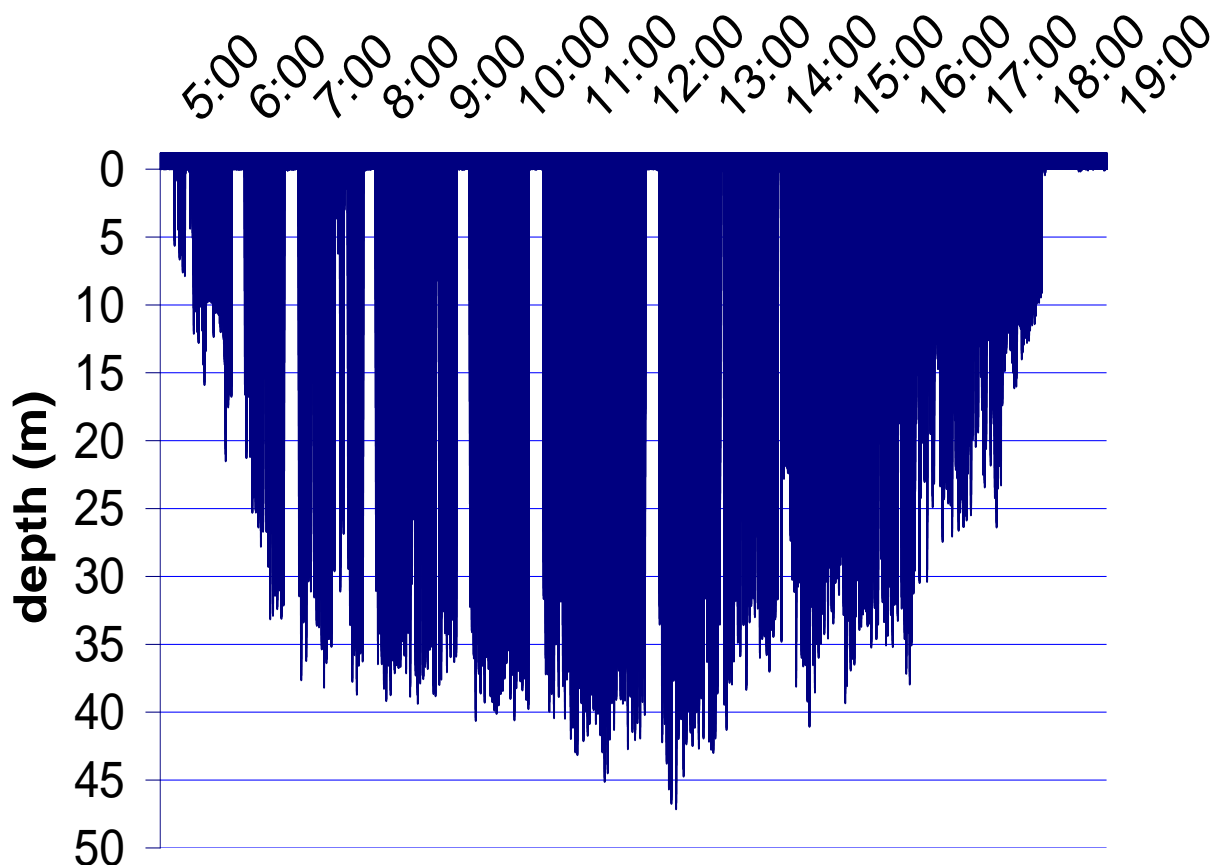
### **2023 - Australian first sailing drone ready to explore penguin feeding grounds**

Researchers at Phillip Island Nature Parks will have a clear picture of the underwater world of Little Penguins, thanks to a high-tech, sailing drone funded by the Penguin Foundation and the French National Centre for Scientific Research.

More information: <https://penguinfoundation.org.au/whats-new/australian-first-sailing-drone-ready-to-explore-penguin-feeding-grounds>



A Little penguin with tracking device



Data from a Time Depth Recorder - The use of tracking devices have been used to monitor how frequently and how deep a penguin can dive.

**Why are the penguins diving deeper in the middle of the day?** Hint: Where is the sun at midday?

TDRs – Time Depth Recorder

Gaps = rest periods

Visual predators – Dive deepest when sunlight penetrates the water column the deepest.

More information about current Nature Parks Little penguin research can be found here:

<https://www.penguins.org.au/conservation/research/penguin-research/>



## Why do penguins need land?



Resting, socialising, breeding, moulting.

## What dangers do penguins face on land?

- *Over heating*
- *Predation*
- *No food*
- *No water*
- *Lack of suitable habitat*



Over heating - Penguins are very good at maintaining heat which works well in aquatic and icy environments, however the Australian summer and hot weather presents issues.

Predation - Birds of prey, snakes and introduced predators – dogs / cats / foxes.

In the sand dunes burrows are at risk of being trampled or habitat at risk of being developed.

Phillip Island Nature Parks YouTube channel: [Little Penguin Burrow Cam Footage](#)



The egg takes 35 days to hatch. Both male and female sit on the egg. Both birds have a brood patch on their belly. This patch is a gap in the plumage with a good blood supply to the skin, so that heat exchange is optimal. The birds will often lay 2 eggs 1-4 days apart. When the egg hatches the chick has an egg tooth: a protrusion on the upper bill to break through the egg.

Parents take turns with one guarding the chick, while the other goes fishing for several days. When they have a belly full of fish and squid, the parent will return to the burrow and guard duty will change hands. Once the chick gets bigger, both parents will go fishing in order to meet the demands of the rapidly growing chick.



When a chick is ready to fledge (go to sea) at approx 8-12 weeks old, parents will stop returning to feed it to encourage the chick to leave home.





Penguin bills are sharp with small serrations which can grip prey.

Bills are approx. 3-4cm long. Male bill depth is greater than 13.5mm, female bill depth is less than 13.5mm

Theorised that this difference is so each parent catches slightly different food, so that the chick/s will be fed even in times of shortage.



### **A life at sea**

Little penguins spend approximately 80% of their lives in the ocean, only coming to shore to maintain their burrows, breed and raise young, as well as moult their old feathers. They dive hundreds of times a day to forage and will use their positive buoyancy, speed and counter camouflage to successfully hunt on the upward stroke. Common food includes young barracouta, anchovies, red cod, warehou and pilchards, as well as interesting things like squid and even sea jellies. In fact, penguins can eat about 25% of their body weight (approximately 250g) in a day.