Transformative Tourism
On site educator-led workshop

The aim of Zoos Victoria is to fight extinction. To achieve this we need to increase animal numbers in the wild. One way to work to achieve this goal is to transform our tourists/visitors by engaging them in actions which support animals in the wild, as well as the communities living alongside them.

BIG QUESTION: How effective are conservation organisations, such as Zoos Victoria, in transforming the tourist?

According to the United Nations World Tourism Organization (UNWTO) the notion of transformative tourism refers to ‘socially and environmentally conscientious tourists, who employ tourism as a transformative medium to re-invent themselves and promote sustainable practices that have a positive impact on local communities.’

We cannot examine the concept of transformative tourism without considering the impact of tourism. Describe what you think of when you hear the phrase ‘impact of tourism’?

View the images of tourism and consider the following question for each image- Is the tourist having a positive or negative impact?

For each image circle +/- then give a brief comment on your answer.

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Visitor objectives and demographics of tourists/visitors to Melbourne Zoo

Melbourne Zoo operates under the following visitor objectives:

1. To offer superior and inspiring animal based experiences that connect people with wildlife and conservation action and to use the unique habitats and landscapes in our care to inspire environmental action.
2. To offer every visitor a layered, meaningful, and fun learning experience using a variety of interpretive approaches to engage all our various audiences.
3. To ensure visitors experience memorable moments and have opportunities to actively participate in conservation action.
4. To enable our staff and volunteers to actively facilitate the delivery of engaging experiences for visitors.
5. To measure and demonstrate our visitors' contribution in delivering conservation and sustainability outcomes.


Consider the sample of visitor demographics below.

<table>
<thead>
<tr>
<th></th>
<th>Metropolitan Melbourne</th>
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<td>Paid Visitation</td>
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<td>8,861</td>
<td>8,144</td>
<td>5,384</td>
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<td>Member Visits</td>
<td>55,801</td>
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<td><strong>Total</strong></td>
<td>115,706</td>
<td>15,623</td>
<td>14,152</td>
<td>9,878</td>
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|                      |                        |                   |            |               |                        |                 |
| **APRIL 2016**       |                        |                   |            |               |                        |                 |
| Paid Visitation      | 24,063                 | 5,905             | 10,181     | 9,751         | 10,097                 | 59,997          |
| Member Visits        | 49,709                 | 3                 | 695        | 10            | 11                     | 50,428          |
| Frees                | 17,080                 | 4,222             | 4,476      | 2,465         | 895                    | 29,138          |
| **Total**            | 90,852                 | 10,130            | 15,352     | 12,226        | 11,003                 | 139,563         |

Can you identify any trends? Can you think of any reasons that might explain them? How might Melbourne Zoo use this information to aid it in achieving its visitor objectives and goal of transforming tourists/visitors?
VCE Geography Map explained

Meeting Point One: DigestED
In this Learning Space, Zoo Educators will introduce the program and concept of Transformative Tourism

Meeting Point Two: Loos Yourself Maze
This Educator-led fieldwork session will examine how Melbourne Zoo is designing precincts aimed to transform the tourist

Gorilla Rainforest, Orang-utan Sanctuary and Australian Bush precincts
These are the three sites in which you are to continue conducting your independent data collection using sheets provided
Effectiveness of Campaign Interpretations
On site educator-led fieldwork

Animal precincts at Melbourne Zoo have been carefully designed to engage tourists/visitors in our community conservation campaigns.

What is *Environmental Interpretation*?

Complete a ‘walk-around’ of the *Loos Yourself Maze*. What are the key ideas communicated at this site?

How is the interpretation attempting to transform the tourist? What action or behaviour does the interpretation aim to change in the visitor?

Who is the target audience – in terms of demographics – for the *Loos Yourself Maze*?

How effective is this *Wipe for Wildlife* site in engaging visitors and changing behaviour?

Complete the data collection at this site. The other sites you might like to also collect data for can be found at Orang-utan Sanctuary and Lion Gorge (see map). Orang-utan Sanctuary features Interactive Interpretations for the campaign *Don’t Palm Us Off*, while Lion Gorge has Interactive Interpretations for the campaign *Beads for Wildlife*. 
**VENUE: AUSTRALIAN BUSH**

*Loos' Yourself maze*

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### VENUE: GORILLA RAINFOREST

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VENUE: ORANG-UTAN SANCTUARY

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Weather Conditions: Sunny/ Overcast/ Raining Hot/ Warm/ Cold Still/ light breeze/ strong winds

Temperature: °C
Humidity: %

Animal close to your data collection area

Keeper Talk being held: Yes/No

Interactive Elements:
The Puzzle
Pledge Handprint
Heat Mapping
Onsite independent fieldwork

What is Heat Mapping?
“A graphical representation of data using colors to indicate the level of activity, usually using darker colors to indicate low activity, and brighter colors to indicate high activity.
http://www.businessdictionary.com/definition/heatmap.html

Using the map on page 9 or 10, you are to collect data of where people congregate around the Zoo. Step out approximately a 10-12m$^2$ rectangle somewhere in the zoo. Study the area carefully before selecting the site. Photos of the area from different angles will assist off-site analysis.

- Take photos of your designated area.
- Observe visitors/tourists for 15 minutes (if this time allotment is not appropriate as a class chose a more appropriate time frame).
- Place a dot on the map when the tourist/visitor stops in the designated area for more than 5 seconds.

Data Collection
Fill in the table below, this information will help identify variables that may influence your data collection.

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Once collected, the map can be scanned and used as a layer on Google Maps or a number of alternatives to Google Maps. This can be compiled as a class or individually to give you an idea of where people frequent as well as where the tourist seems to absent from.

Why would data on visitor congregation patterns be important for Melbourne Zoo when investigating the impact of tourism?
Heat Mapping
Heat Mapping
Questions to guide your fieldwork analysis
Post excursion activity or discussion

Contribute your heat mapping data with your class’ results. Once all heat mapping data is combined, consider the following questions.

Can you see obvious signs that Melbourne Zoo has acted on this data?

Does the distance from the main drive to animal exhibits affect people’s motivation to visit certain areas?

Are there certain animals that seem to attract more tourists? Investigate the possible reasons behind this attraction.

Does the surrounding topography affect tourist movement? Gather data that will support your hypothesis.

What variables would need to be considered when analysing data collected at Melbourne Zoo?