

# **SUSTAINABLE TOURISM AT THE RAILWAY**

## **DESTINATION DESIGN**

### **LEVEL**

Year 11

Geography Unit 2 Tourism: Issues and Challenges

### **ACTIVITY DESCRIPTION**

One of the seven key strategic aspirations at Puffing Billy Railway is “Sustainable future” which includes diversifying our commercial activities to remain financially independent and reinvest in Puffing Billy Railway’s future and community. Puffing Billy Railway do this by continually evolving and developing unique experiences for the visitors, incorporating quality local products and produce.

Students collect data from primary and/or secondary sources regarding visitor experiences and products at tourism attractions in Australia, including Puffing Billy Railway. Identifying trends in this data, students will use these to explore and design a new program or product that will benefit Puffing Billy Railway in the future, and encourage visitation by various audiences. Students share their product design with their peers via a multimodal presentation.

### **THEME**

Area of Study 1 – Characteristics of Tourism

Area of Study 2 – Impact or tourism: issues and challenges

### **MATERIALS REQUIRED**

- “Destination Design” worksheet
- “Destination Design” product sheet
- Access to a computer and the internet
- Access to multimedia design programs

### **INSTRUCTIONS**

1. Most students have seen experiences or products advertised at tourism destinations, some may have even visited these attractions and taken part in the experiences they provide. Share with students some examples of products/tours available at Australian tourism attractions (see examples in background information).
2. Using the background information provided, ask students some questions relating to the information. As a group discuss with students:
  - a. Identify the target market
  - b. Identify the target audience
  - c. How much is the experience?
  - d. How often does the experience run?
  - e. Does the experience require more staff? A different roster? Any changes to the attraction for it to be scheduled?
  - f. What is the duration of the experience?
  - g. Is it sustainable (positive for the environment, long term prospects, financially viable, etc.)?
3. Discuss with students whether this data and information is primary or secondary data. Discuss data sources and the importance of data collection.
4. After exploring a variety of examples with students, have students break into pairs. Using the internet on their devices, students will explore the Puffing Billy Railway website and learn about the products and events on offer. In pairs they will fill in the “Destination design” worksheet.
5. After this session, working in pairs, students will be given time to brainstorm potential sustainable products and events they could design for Puffing Billy Railway.

6. To create their own product or event, students use the “Destination Design” product sheet provided. This may involve using data collected on their visit to Puffing Billy Railway or from their classmates.
7. Once complete, in pairs, students share their Puffing Billy Railway product or event with the class in a short presentation.

## **BACKGROUND INFORMATION**

**Puffing Billy Railways’ Vision is:** To excel in presentation of a heritage rail experience, which captures both the natural beauty and rich social history of Victoria’s Dandenong Ranges.

**Puffing Billy Railways’ Mission is:** To restore and operate the Puffing Billy Railway as Australia’s premier heritage steam railway, in a safe, efficient, and economically sustainable manner for the ongoing education, benefit and satisfaction of the community, customers and railway stakeholders, including staff and volunteers.

At Puffing Billy, we rely on continuous and repetitive visitation by both the domestic and international market. Puffing Billy Railway has seven key strategic elements that lead to our key inspirations. One of these key aspirations is “**Sustainable future**” which includes diversifying our commercial activities to remain financially independent and reinvest in Puffing Billy Railway’s future and community. We will do this by continually evolving and developing unique experiences for the visitors, incorporating quality local products and produce.

The key focus of the events branch is to develop exciting all-year-round events to increase domestic visitation and length of stay and build meaningful partnerships with key stakeholders and community groups in the region.

## **SUGGESTIONS FOR ASSESSMENT**

This is a group task where students will design a tourism product for Puffing Billy Railway using their own data sets. Their multimodal presentation will demonstrate their level of understanding of the task.

### **WHAT PRODUCTS DOES PUFFING BILLY HAVE?**

Puffing Billy Railway has a range of experiences and train journeys available throughout the year. See here: <https://puffingbilly.com.au/experiences/>

Puffing Billy Railway hosts a range of special events for a limited time throughout the year. See here:

<https://puffingbilly.com.au/whats-on/>

### **WHAT ARE SOME OTHER TOURISM ATTRACTIONS IN AUSTRALIA OFFERING VISITORS UNIQUE EXPERIENCES?**

- Zoos
- Aquariums
- Wildlife Parks
- Theme Parks
- Eureka Skydeck/Sydney Tower
- Historical buildings
- Museums
- Art galleries
- Landmarks
- Botanic Gardens

**EXAMPLE OF TOURISM ATTRACTION EXPERIENCES**

SOVEREIGN HILL SH Spring Series
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**Reconnect with nature, discover new passions and delve into big ideas with Sovereign Hill's Spring Series.**

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**Always on**  
1 Sept - 24 Dec



**School holidays**  
17 Sept - 2 Oct



**Food and events**  
1 Sept - 24 Dec



**Christmas**  
Dec 1 - Dec 24



**GOLD-PANNING**  
Included in day pass  
**Date:** Everyday  
**Time:** 10am-5pm  
**Where:** The Diggings, map no. 8



**MEET THE BUTCHER**  
Included in day pass  
**Date:** Everyday  
**Time:** 10am-12pm  
**Where:** Butcher's Shambles (near the Diggings), map no. 8



**MEET POL THE SLY GROG SELLER**  
Included in day pass  
**Date:** Everyday  
**Time:** 10am-12pm  
**Where:** Pol's tent (near the Diggings), map no. 8



**TROOPER MUSKET-FIRING**  
Included in day pass  
**Date:** Everyday  
**Time:** 11am (Government Camp) 1pm (Post Office)  
**Where:** Government Camp (map no. 3) and Post Office (map no.16)



**DIGGINGS TOUR**  
Included in day pass  
**Date:** Everyday  
**Time:** 10.30am, 11.30am  
**Where:** Government Camp, map no. 3



**CONFECTIONERY DEMONSTRATIONS**  
Included in day pass  
**Date:** Everyday  
**Time:** 11.30am, 2pm and 3pm  
**Where:** Brown's Confectionery Factory, map no. 27

**CANDLE-MAKING DEMONSTRATION AND DIPPING**



Mr and Mrs Hewitt are hard at work making candles, but they still have time to help you make your very own rainbow candle. Have fun dipping candles in pots of various colours. Demonstrations are included in your ticket. A charge applies for candle-dipping sessions.

Not included in day pass

**Date:** Everyday

**Time:** Demonstrations occur throughout the day

**Where:** Hewitt's Yarrooee Soap & Candle Works, map no. 37

**Cost:** A charge applies for candle-dipping sessions.

[Book your visit](#)

**YOU MAY ALSO LIKE**



**GOLD POUR DEMONSTRATION**  
Included in day pass  
**Date:** Everyday  
**Time:** Demonstrations occur throughout the day  
**Where:** Gold Smelting Works, map no. 28



**NATURE CRAFTS WITH BALLARAT BOTANIKIDS**  
Included in day pass  
**Date:** 17 Sept - 2 Oct  
**Time:** 11am-4pm  
**Where:** Carver & Dalton Auction Rooms, map no. 10



**REDCOAT SOLDIERS**  
Included in day pass  
**Date:** Everyday  
**Time:** 3pm  
**Where:** Victoria Theatre balcony, map no. 25

Reference: Sovereign Hill website

## WHAT IS A TARGET MARKET?

The target market represents a group of people who are identified by an organization as potential buyers of their products and/or services. They're identified based on certain characteristics that they share, which are most likely to attract them to a particular product/service. Establishing a target market early on allows organizations to tailor their products to trends. This ensures they spend their budget on marketing and advertising to people who'll buy the product and may even stick to the brand.

## WHAT ARE THE 4 TARGET MARKETS?

Marketing professionals divide consumers into four major segments:

**Demographic:** These are the main characteristics that define your target market. Everyone can be identified as belonging to a specific age group, income level, gender, occupation, and education level.

**Geographic:** This segment is increasingly relevant in the era of globalization. Regional preferences need to be taken into account.

**Psychographic:** This segment goes beyond the basics of demographics to consider lifestyle, attitudes, interests, and values.

**Behavioural:** This is the one segment that relies on research into the decisions of a company's current customers. New products may be introduced based on research into the proven appeal of past products.

## WHAT IS THE DIFFERENCE BETWEEN TARGET MARKET AND TARGET AUDIENCE?

While both terms refer to a group of people who are interested in a brand's products or services, a target market is a broader group of all the people who will be interested in the brand. A target audience is a specific segment of that broader market who are the focus of individual marketing campaigns.

## Data Collection

**Primary Sources of Data-** A primary data source is an original data source, that is, one in which the data are collected firsthand by the researcher for a specific research purpose. Examples include: Diaries, letters and interviews, etc.

**Secondary Sources of Data-** Secondary data is the data that has been collected in the past by someone else but made available for others to use. They are usually once primary data but become secondary when used by a third party. Examples include census data, books, newspapers, etc.

## CURRICULUM LINKS

### Geography Skills

#### Source and Data assessment

- Reflect on the validity and reliability of data information and their sources

#### Social surveys and interviews

- Design and construct survey questionnaires or interview questions for a given purpose
- Undertake surveys and/or interviews with potential for open responses and qualitative recording

## **WORKSHEET – DESTINATION DESIGN**

Visit the Puffing Billy Railway website and using secondary data answer the following questions ([www.puffingbilly.com.au](http://www.puffingbilly.com.au))

List the experiences that Puffing Billy Railway offers:

List the events that Puffing Billy Railway hosts:

## **WORKSHEET – DESTINATION DESIGN**

Research one Puffing Billy Railway experience and one Puffing Billy Railway event and answer the questions below:

### **PUFFING BILLY RAILWAY EXPERIENCE:**

\_\_\_\_\_

a. Who is the target market?

\_\_\_\_\_

b. Who is the target audience?

\_\_\_\_\_

c. How much is the experience?

\_\_\_\_\_

d. How often does the experience run?

\_\_\_\_\_

e. Does the experience require more staff? A different roster? Any changes to the attraction for it to be scheduled?

\_\_\_\_\_

f. What is the duration of the experience?

\_\_\_\_\_

g. Is it sustainable (positive for the environment, long term prospects, financially viable, etc.)?

### **PUFFING BILLY RAILWAY EVENT:**

\_\_\_\_\_

a. Who is the target market?

\_\_\_\_\_

b. Who is the target audience?

\_\_\_\_\_

c. How much is the experience?

\_\_\_\_\_

d. How often does the experience run?

\_\_\_\_\_

e. Does the experience require more staff? A different roster? Any changes to the attraction for it to be scheduled?

\_\_\_\_\_

f. What is the duration of the experience?

\_\_\_\_\_

g. Is it sustainable (positive for the environment, long term prospects, financially viable, etc.)?