



PUFFING BILLY RAILWAY STUDENT WORKBOOK
SUSTAINABLE TOURISM AT THE RAILWAY
YEAR 11

Formulate your own research question for your visit to Puffing Billy Railway. Write down any questions you may have before or during your visit to the Railway. This question could be about land use change, product sustainability, visitation numbers, etc. See some examples below:

- A. What is the economic effect of different spaces and experiences at Puffing Billy Railway?*
- B. How effective are the sustainable strategies at Puffing Billy Railway?*
- C. What is the Socio-Cultural Value of experience at Puffing Billy Railway?*

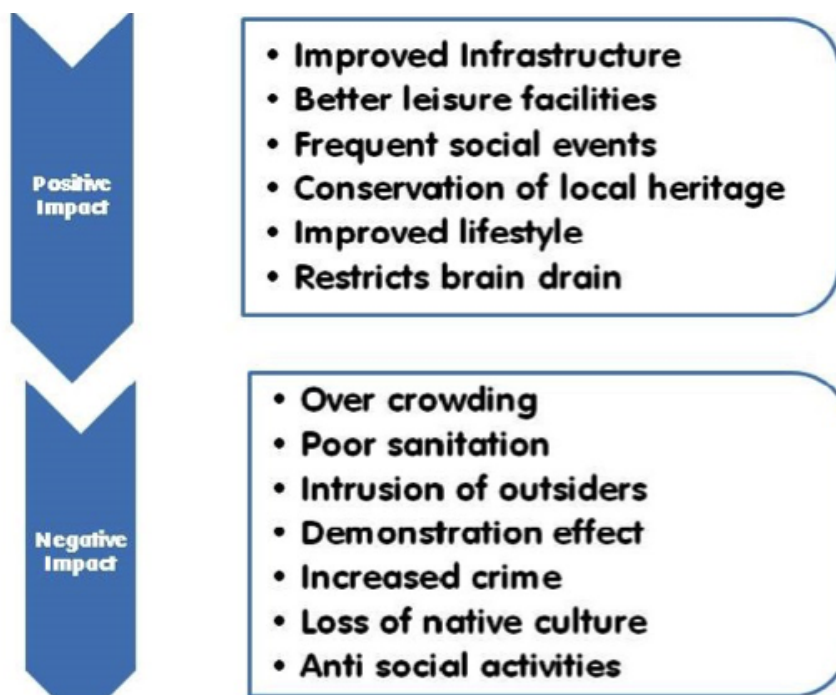
What do I want to know?

The growth of tourism at all scales requires appropriate management to ensure it is environmentally, socially, culturally, and economically sustainable. Complete the tasks below to understand how Puffing Billy Railway manages these aspects of its business.

Part 1. Social and Cultural

Tourists are often attracted by features of historical or cultural interest. At Puffing Billy Railway, we are always introducing new products, spaces, and opportunities to create a socially and culturally sustainable business.

Understanding the social impacts of tourism is vital to ensuring the sustainable management of the tourism industry. There are positive social impacts of tourism, demonstrating benefits to both the local community and the tourists. There are also negative social impacts of tourism. See some examples below:



Reference: Technofunc.com

a. Complete the following table based on what you see at Puffing Billy Railway about the social and cultural inclusivity of the Railway. Highlight some positive and negative examples of Puffing Billy Railway on the surrounding community, culture, and region.

POSITIVE IMPACTS	NEGATIVE IMPACTS
E.g. Still using original heritage locomotives and keeping those skills alive.	E.g. Using diesel trains more often due to costs associated with coal (positive for the environment).

b. Write any notes about the Cultural and social value of different areas, roles and experiences of Puffing Billy Railway. This may include any observations of displays, volunteers, staff or architecture.

PART 2: ECONOMIC

Puffing Billy Railways' Mission: 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.

To become a sustainable business, you have to be financially and economically efficient. Recently Puffing Billy Railway has introduced new spaces, experiences and ticketing to support these endeavours. Complete the below activities to determine the economic sustainability of the Railway.

a. Tally visitors you see at Puffing Billy Railway's Belgrave station (excluding our class)

CHILD	ADULT

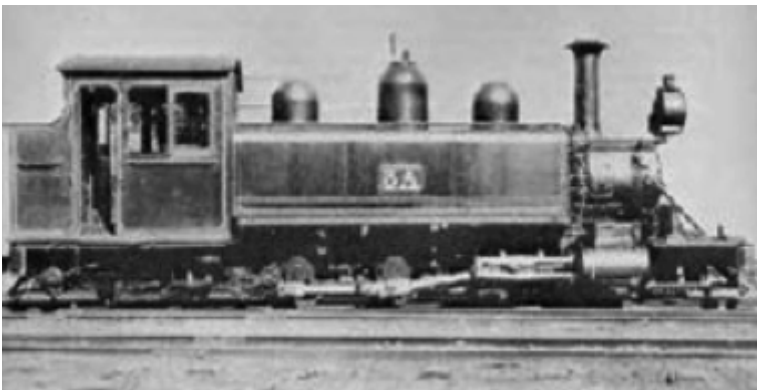
b. Compare this to Puffing Billy Railway data presented in Education workshop.

c. How would you expect this to be different on weekends and at different times of year?

d. Write any notes about the Economic Value of different areas and experiences of Puffing Billy Railway. This may include any observations of retail and food outlets, railway experiences, notes from the presentation or how visitors are interacting with various spaces at the Railway.

PART 3. ENVIRONMENTAL

One of the seven key strategic aspirations at Puffing Billy Railway is “Commit to Environmental Sustainability” which emphasises the importance of the stunning Dandenong Ranges that the rail Corridor passes through. Puffing Billy Railway is committed to improving its environmental footprint and actively pursues sustainable outcomes as a matter of priority. What sustainability practices can you observe at the Railway?



- a. Using the photos above, alongside your journey, what evidence, if any, did you see of Puffing Billy Railway implementing sustainable practices and trying to be safer and more sustainable in the future?

HINT: This might be along the railway line, on the trains, or in the buildings.

b. Write any notes about the sustainability practices of Puffing Billy Railway. This may include information from the presentation, quotes from volunteers and/or staff and any observations you made during your visit.

NOTES

Use this space to take notes from the Education workshop or brainstorm any ideas that may support your fieldwork report (impact of COVID-19 on tourism, normal target market, number of visitors, busiest seasons, events, how PBR is targeting more visitors).