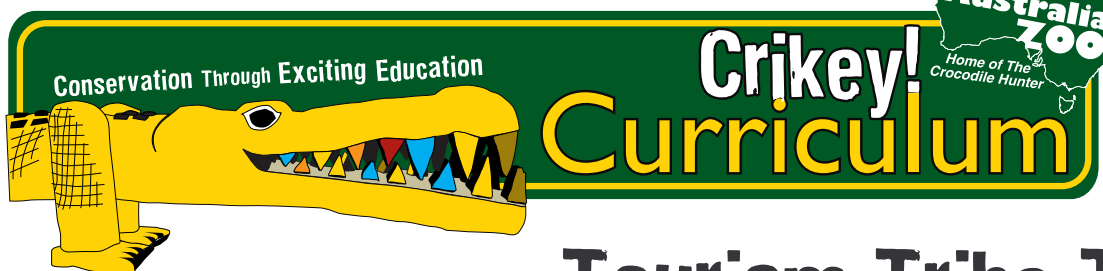




Upper School



Tourism Tribe Talk



Steve Irwin's Australia Zoo is a major tourist destination in Australia due to the international success of the Crocodile Hunter documentaries. Recent expansions have created a world class facility that has been recognised by the Australian Tourism Awards. Listen to the Education Officer's presentation on Australia Zoo and tourism to complete the following worksheet.

SECTION I. HISTORY OF AUSTRALIA ZOO

1. When did Australia Zoo first open? _____
2. By what other names has the Zoo been known? _____

3. What were the three main purposes of the Zoo when it first opened?
 1. _____
 2. _____
 3. _____
4. What kinds of animals did the Zoo exhibit when it first opened? _____

5. How has the collection of animals changed since the early days? _____

6. How has the success of the Crocodile Hunter affected the Zoo? _____

7. What is Australia Zoo's motto? _____
8. What is the main difference between Australia Zoo and other major zoos in Australia in terms of ownership and funding? _____

SECTION 2. EMPLOYMENT AT AUSTRALIA ZOO

9. How many people are employed at Australia Zoo? _____
10. How do people gain employment at Australia Zoo? _____

11. Besides zoo keeping, what other types of jobs exist at Australia Zoo? _____

12. How are volunteers distinguished from employees? What role do the volunteers play?

SECTION 3. SERVICES AND FACILITIES

13. Other than the animal exhibits, what activities and facilities are available to visitors to Australia Zoo?

14. What is the purpose of the Wandering Wildlife Program? _____

15. Why was the Crocoseum constructed? _____

16. How does the Zoo cater for people with disabilities? _____

17. Outline any plans that Australia Zoo has for the future. _____

SECTION 4. AUSTRALIA ZOO, TOURISM AND THE SUNSHINE COAST

18. Consider Australia Zoo's location on the Sunshine Coast. Explain whether or not you think it is a convenient location. _____

19. What is the role of Tourism Sunshine Coast? _____

SECTION 4 CONTINUED

20. Does Australia Zoo support any local businesses? _____

21. Who do you think would be Australia Zoo's major competitors? _____

22. What percentage of Australia Zoo's visitors are from overseas? _____
23. Which countries are represented by international visitors? _____

24. Give examples of things that Australia Zoo does to encourage repeat visits from locals.

SECTION 5. PRODUCT AND MARKETING

25. How do Australia Zoo's animal enclosures compare to the image you had of zoos, or zoos you have seen in the past? _____

26. Zoos around the world have many things in common. What is it that makes Australia Zoo unique? _____
27. How has this product been used in the marketing of Australia Zoo? _____

28. Were you aware of Australia Zoo's latest attraction? Do you think it was effectively marketed?

29. Where have you seen promotional material for Australia Zoo? What form did it take?

30. List other types of marketing and promotional strategies the Zoo employs. _____

31. How does Australia Zoo's promotional material differ from that of other zoos? _____

32. What are Australia Zoo's target markets? What evidence can you see to support this?

