

**VCE Geography****Unit 2 Tourism****Field work proposal for Sovereign Hill****Fieldwork Report****Question:**

What could Sovereign Hill do to improve its economic, environmental and/or socio-cultural sustainability?

**Hypothesis:**

sovereign Hill needs to improve its economic and/or environmental and/or socio-cultural sustainability (Choose one or two)

**Primary sources:**

Photographic analysis of the site according to Environmental, Economic and Socio-cultural impacts at Sovereign Hill

[Assessing Socio – cultural value of Sovereign Hill exhibits](http://tinyurl.com/jjn9bn) (Google Form <http://tinyurl.com/jjn9bn>)

[Assessing the economic effect of different activities at Sovereign Hill](#) (Photo exercise attached)

[Assessing the effectiveness of environmental management strategies at Sovereign Hill](#)

(Photographic evidence exercise attached)

**Secondary Sources:****Socio – cultural Value**

Sovereign Hill's charter <http://www.sovereignhill.com.au/sovereign-hill/corporate-information/>

Student notes from Video: *The Socio-cultural Value of Museums at Sovereign Hill*.

<http://education.sovereignhill.com.au/teachers/teaching-kits/vce-geography/#SCValue>

**Economic Sustainability**

*Sovereign Hill Economic Study* (Read the Executive summary)

[http://www.sovereignhill.com.au/media/uploads/SovereignHill\\_EconomicStudy\\_web.pdf](http://www.sovereignhill.com.au/media/uploads/SovereignHill_EconomicStudy_web.pdf)

*Sovereign Hill visitation statistics*

<http://education.sovereignhill.com.au/media/uploads/SovereignHillVisitors.pdf>

**Environmental Sustainability**

*Sovereign Hill Environmental Programs* <http://www.sovereignhill.com.au/sovereign-hill/environmental-programs/> , Waste wise Achievement

<http://www.sovereignhill.com.au/uploads/Waste%20Wise%2009.pdf>

Smart Water Strategy

<http://www.sovereignhill.com.au/uploads/SovHill%20smart%20water%20brochure1.pdf>

Student notes from Video: Environmental Impacts of Tourism at Sovereign Hill.

<http://education.sovereignhill.com.au/teachers/teaching-kits/vce-geography/#Enviro>

**Presentation of data:**

See Primary Sources

**Analysis of processed data:**

According to the collected primary and secondary source data, what are the key issues facing Sovereign Hill?

**Conclusion:**

Proposal. Present a proposal to answer the initial question.

**Evaluation:**

How sound is your proposal? How good is your data? What other research would Sovereign Hill have to undertake to see if your proposal is feasible?

**Assessing the Socio – cultural value of Sovereign Hill exhibits*****What are the best / most valuable socio-cultural exhibits at Sovereign Hill?*****Primary Source data**

<http://tinyurl.com/jjn9bn>

This Google form is set up to allow you to rate and comment on the socio cultural value of some of Sovereign Hill's exhibits / demonstrations and interactions. It assumes you have a solid understanding of the concept of socio-cultural value.

When you visit, fill in the form after attending as many of the exhibits and demonstrations as possible.

Your class data will be added to that of other students doing the same thing. You will be able to separate your data using the date stamp.

**Presentation of data****Back at school**

- Download the data collected from all the schools. (Your teacher will have to send an email to [phoban@sovereignhill.com.au](mailto:phoban@sovereignhill.com.au) to be invited to have access to the data)
- <http://tinyurl.com/qlfgro4>
- Collate the data according to exhibits and values. Design appropriate graphs / maps to best explain this data.
- Look at the comments of other students. Use *Wordle* (<http://www.wordle.net/>) or a similar program to work out which words are most commonly used for each exhibit. (You can run a word count from the language tab in Wordle)

**Conclusions**

*Based on this data:*

*What are the best / most valuable socio-cultural exhibits at Sovereign Hill?*

*What sort of new exhibits would enhance Sovereign Hill's socio cultural value?*

**Evaluation**

*Given that these assessments have been made by year 11 students studying Tourism, how useful / reliable do you think this data is?*

### Assessing the economic effect of different activities at Sovereign Hill

*Besides entry, what activity contributes most to Sovereign Hill's economic sustainability?*

#### Primary Source Data

Take photos of as many economic activities (those businesses that are actually selling stuff!) as possible. Record the time of your photo and guesstimate the number of people involved.

#### Back at school

##### Presentation of data

- Complete a table like this. Compare your table with other students to see if you can get an understanding of numbers at your businesses at different times of the day.

Photo /Business	Times	People involved	Rating. In your opinion, is this activity economically important to Sovereign Hill? Low, medium, high

- Create an annotated map of Sovereign Hill highlighting areas of high, medium and low economic activity according to your data

#### Conclusions

*Besides entry, what activity contributes most to Sovereign Hill's economic sustainability?*

*What sorts of new economic activity might enhance Sovereign Hill's economic sustainability*

#### Evaluation

*How reliable do you think this data is?*

Teachers Notes: With a hectic schedule at Sovereign Hill, it could be difficult to manage students to gather this data at different times of the day. Perhaps you could break the group into two so one half does this analysis in the morning and one in the afternoon. This will provide a deeper understanding of the volume of custom throughout the day. The time and people data might also be presented as a graph for each venue.

**Assessing the effectiveness of environmental management strategies at Sovereign Hill*****How sustainable are Sovereign Hill's environmental management practices?*****Primary Source Data**

## Photographic Evidence

During the Education Session at Sovereign Hill, you will be taken on a walk around the site (weather permitting) to discuss environmental controls and management. Take photos of as many different controls and procedures as possible. Take extensive notes about environmental management strategies.

**Presentation of Data****Back at school**

Create an annotated Google map using your photos and text called "Environmental management practices at Sovereign Hill". [See an example here](#)

OR

Prepare an annotated report using photos and text to explain how Sovereign Hill manages its environment. You should consider each of the following areas.

1. Run off and erosion
2. Organic waste including manure
3. Rubbish and hard waste
4. Water use
5. Energy use

For each area you consider the possibility of creating a map and you should briefly discuss

1. The impacts of tourism
2. Sovereign Hill's management of the effects including photos
3. The effectiveness of each management activity
4. Suggestions for improvement.

The report should be presented in a professional manner. For example:  
Sovereign Hill's Environmental Management Report.

1. Run off and erosion
  - 1.1 Effects of tourism on runoff and erosion
  - 1.2 Sovereign Hill's management
  - 1.3 The effectiveness of these activities
  - 1.4 Possible improvement.

**Conclusion**

*How can Sovereign Hill improve its environmental management practices?*

**Evaluation**

*Given that this information was provided by an employee of Sovereign Hill, how trustworthy is the data?*