

Beyond the Thrills

Geography-Tourism Presentation at Luna Park Sydney

The *Beyond the Thrills Geography-Tourism presentation* at Luna Park Sydney Pty Ltd (LPS) will be held at 9.30–10.45am in the Popcorn Hall (under the Wild Mouse). It is a PowerPoint presentation. Students will be given worksheets to accompany the talk.

Optional activities are provided to complete *before* the excursion and *afterwards* while at Luna Park Sydney. *Post-excursion activities* are also provided for completing back at school (see below).

The lecture will contain information about tourism and LPS as a tourist attraction. Many different aspects can be included in the lecture. The information that will be presented will be guided by what the teacher has indicated they would like covered, and will cover areas such as:

Type of operation:

- LPS is a private company & a small-medium enterprise (SME) in the tertiary sector
- LPS background & history
- no. of tourists
- type of tourist attraction (= unique heritage theme park)
- LPS motto & logo & vision
- Specific business lines in redeveloped LPS (products & services)

Location factors:

- Location of LPS
- Why is the attraction located at this site?

Ownership & control (including management) – inputs and outputs on a local, regional, national and international level (including type and source of tourists)

- Description of business & ownership: structure of LPS as a company, the shareholders & directors, hierarchical structure of teams at LPS
- Leases, rent, Crown land, ownership
- Personnel requirements and skills to operate LPS as a business: staffing requirements & guest services, employee training on guest relations, link to quality control

Links at a variety of scales

- Establishing of LPS as a business – obtaining/maintaining finance
 - demographics
- type and source of tourists (local, regional, national and international level)
- link between demographics & marketing

Planning and marketing – including the future success of the venue/attraction

- Awareness of competition for LPS
- Market research at LPS
- Identifying target markets – role of socio-economics and lifestyles
- Marketing: aim, objectives, strategies used at LPS (based on 4 P's)
- LPS business plan – importance in controlling financial situation/resources to avoid failure and work towards success
- LPS strategies to minimise risks of insolvency (solvency vs profitability)

Factors affecting the tourist attraction

- biophysical, environmental, social/demographic, cultural, political and economic
 - e.g. some key issues related to running LPS: noise, parking, heritage listing, zoning, security, catering, maintenance, first aid.
- risk management at LPS – essential to ensure success of business plan – risks, costs, insurance, strategies in place at LPS

Impacts of the tourist activity

- environmental, social, economic, cultural and political.

Rationale, Aim, Objectives and Outcomes of this excursion

Rationale

Tourism plays an important part in the Australian economy and employs a large number of people. The industry has an ongoing commitment to training in both customer service and technical areas. The industry employs a large number of young people in full-time and part-time jobs. There are many part-time employment opportunities in this industry, making it particularly attractive to people seeking this mode of employment.

This excursion provides students with a unique opportunity to experience tourism in action and as part of everyday life in the real world. Luna Park Sydney (LPS), like other tourist venues throughout the world, is engaged in a web of business activities that design, produce, market, deliver and support a range of goods and services.

By visiting Luna Park Sydney students can learn how this tourist venue operates and observe how their staff interact with the tourists and the public in general. Interactive learning at Luna Park Sydney is a fun, stimulating and meaningful way to learn more about tourism.

Aim

To enable students to understand how Luna Park Sydney operates as a tourist venue.

Objectives

Through their participation in this Tourism Fun Park Excursion to Luna Park Sydney, students will:

- examine the nature, location, role and structure of LPS
- learn about some of the functions, processes and operations of LPS
- investigate some of the nature, role, responsibilities and effectiveness of management & staffing
- consider the impact of internal and external factors on business
- consider the ethical and social responsibilities of running LPS
- consider the factors which affect the running of LPS
- consider the environmental, social, economic, cultural and political impacts related to the running LPS

Outcomes

Many possible outcomes may be achieved by this excursion, depending of which tasks are completed. Some of these outcomes are listed below.

Students will develop knowledge and understanding about some of the following aspects of the business operation of Luna Park Sydney:

- the type of operation that LPS is; its background & history; no. of tourists; type of tourist attraction; motto & logo & vision
- the specific business lines in LPS (products & services)
- the location of LPS; and why it is located at this site
- ownership & control (including management); type and source of tourists
- the structure of LPS as a private company, the shareholders & directors, hierarchical structure of teams at LPS; leases & rent on Crown land
- staffing requirements & guest services
- effect of demographics, socio-economics and lifestyles on LPS – and link to marketing
- awareness of competition for LPS
- market research at LPS; identifying target markets – role of socio-economics and lifestyles
- LPS future as a tourist venue; LPS strategies to minimise risks of insolvency; marketing plan
- factors affecting the tourist attraction- biophysical, environmental, social/demographic, cultural, political and economic
- risk management at LPS
- impacts of the tourist activity – environmental, social, economic, cultural and political.