

# Ocean Teens

## Tourism Question Booklet

YEAR 11 & 12

Welcome to SEA LIFE Sunshine Coast! During your visit today, we hope to give you an insight into the inner-workings of what makes an aquarium a successful business while still maintaining a high degree of sustainability for the animals and surrounding environment.

The questions marked with a “ ” can be researched before your visit at school – our Education Officers will help you with the rest!

### History and Location

1. When did SEA LIFE Sunshine Coast first open and under what name?

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2. The name ‘Mooloolaba’ is an aboriginal name. What does it mean?

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3. Before SEALIFE Sunshine Coast, housing and retail, Mooloolaba and Mooloolah River were used for what?

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4. Who currently owns SEA LIFE Sunshine Coast?

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5. What is Merlin Entertainment’s and SEA LIFE Sunshine Coast’s mission statement?

Merlin Entertainments Group:

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SEA LIFE:

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6. Where is SEA LIFE Sunshine Coast located?

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7. What are the advantages and disadvantages of this location?

Advantages:

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Disadvantages:

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Operations

8. How many staff are employed during off-peak season compared to peak season?

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9. Comment on opening hours.

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10. What are the themed areas at SEA LIFE Sunshine Coast? (Include a map of these areas in your report)

Zone 1:

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Zone 2:

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Zone 3:

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Zone 4:

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Zone 5:

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Zone 6:

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Zone 7:

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Zone 8:

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Zone 9:

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Zone 10:

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Zone 11:

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Zone 12:

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Zone 13:

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Zone 14:

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Zone 15:

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Zone 16:

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11. If you can, outline any changes / additions that have occurred since opening?

1990:

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1994:

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2000:

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2005:

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2006:

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2007:

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2008:

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2009:

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2010:

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2011:

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2012:

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2013:

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2014:

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12. Why does SEA LIFE Sunshine Coast change their 'special' exhibits every couple of years?

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13. How does SEALIFE Sunshine Coast ensure profitability each year?

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14. What jobs are available at SEALIFE Sunshine Coast? (List as many as you can).

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15. Identify 10 items that have to be paid from the admission revenue to allow SEA LIFE Sunshine Coast to operate

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16. Once through the gate, what costs should a guest expect for the day?

Meal break	Morning \$	<input type="text"/>	Afternoon \$	<input type="text"/>
Other refreshments	\$	<input type="text"/>	\$	<input type="text"/>
Souvenirs	\$	<input type="text"/>	\$	<input type="text"/>
*Will vary significantly depending on individual customer(s).				
Photographs	\$	<input type="text"/>	\$	<input type="text"/>
Other (specify)	\$	<input type="text"/>	\$	<input type="text"/>

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17. Compare this cost with:

A day at the beach

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A day at the Sunshine Coast (Nambour) Show

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A day at Sunshine Plaza – movies and shopping

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18. Identify three of SEA LIFE Sunshine Coast competitors (other Sunshine Coast attractions) and list any advantages they might have.

a.

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b.

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c.

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19. What guest services, facilities and attractions are provided for the following guest groups? (Consider admission rates, food requirements, accessibility, etc.)

a) Children under 5 years

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b) School students

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c) People with disabilities

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d) Japanese Tour Groups

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e) Families

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20. What incentives does SEA LIFE Sunshine Coast offer their staff to excel in guest services?

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### Marketing

21. Visitors to SEA LIFE Sunshine Coast are segmented into three geographic locations – overseas, domestic and local. Using the following information, in the box provided create a quick graph to better understand these numbers.

**LOCAL – 55%**


- Brisbane – 33%
- Sunshine Coast – 22%

**DOMESTIC – 37%**

- Regional Qld – 18%
- Interstate – 19%

**INTERNATIONAL – 8%**

**(Anywhere other than Australia)**



22. What product does SEA LIFE Sunshine Coast sell upon entry that would be suitable for:

The local market:

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International visitors:

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23. How does SEA LIFE Sunshine Coast identify the origin of its visitors?

International visitors:

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24. Why is it important to segment the visitors to SEA LIFE Sunshine Coast? Market segmentation is defined as: "The process by which people with similar needs, wants and characteristics are grouped together..." (Mill, RC. ET al., 1992, p423)

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25. Circle the forms of advertising used by SEALIFE Sunshine Coast.

TV	Tele Marketing	Newspaper	Magazines	Billboards	Brochures
Radio	Website	Internet	Transport	Social Media	Word of mouth

Pick three of the above and explain how each of these are considered effective marketing strategies.

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26. a) What do you think is the best display here at SEALIFE Sunshine Coast?

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b) Explain why you think this is the best one.

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27. a) What do you think would be the least popular display?

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b) Explain why you think this is the least popular display.

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28. Compare the Billabongs with Rockpools. Describe the different techniques used to create two different atmospheres for the visitor.

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29. a) List the various facilities that SEALIFE Sunshine Coast offers different types of visitors.

Eg. International guests, the aged, seeing impaired, very young children.

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b) Are there any important facilities that you feel are missing from this site?

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### Environmental Aspects

30. Suggest some environmental initiative strategies/incentives SEA LIFE Sunshine Coast could put in place to reduce the attraction's impact on the environment. Give an example of where one initiative/strategy could be implemented in the following locations.

Location	Environmental Initiative
Café	
Retail Store	
Seal Island	
Touch Pools	

31. Explain how the SEA LIFE Sunshine Coast Turtle Rehabilitation program operates.

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32. What is SEALIFE Sunshine Coasts philosophy with regard to the environment and the protection of marine life?

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33. Can all species of sea life be kept on display at SEALIFE Sunshine Coast? Explain.

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34. To what extent can SEALIFE Sunshine Coast be regarded as an example of eco tourism?

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35. What are some community projects that SEA LIFE Sunshine Coast supports?

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36. What resources does SEA LIFE Sunshine Coast need from the marine environment to maintain their business (water and sand etc)?

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37. What economic impact does SEA LIFE Sunshine Coast have on the local community?

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### HR and Workplace Health & Safety

38. How would you go about applying for a job at SEA LIFE Sunshine Coast?

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39. What type of orientation and training is provided for staff?

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40. Why is it important to have Health and Safety procedures in place?

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### Back at school

Complete only one (1) of the questions below.

1. If you were the CEO, how would you go about making SEA LIFE Sunshine Coast the number one Sunshine Coast theme park? What should SEA LIFE Sunshine Coast focus their marketing efforts towards, and what should they improve to minimise threats and weaknesses? Develop a SWOT analysis as part of your answer. (200 words)
2. One of SEA LIFE Sunshine Coast's sales executives is holding a familiarisation (Famil) for local Sunshine Coast accommodation house owners/operators. The Famil is designed to showcase SEA LIFE Sunshine Coast's facilities and make sure that the owner/operators are up to date with the current attractions/presentations. These owner/operators then sell tickets to the attractions and encourage their guests to visit SEA LIFE Sunshine Coast. Write a script (200 words) for the Famil that highlights the excitement of SEA LIFE Sunshine Coast and leaves the owner/operator wanting to promote SEA LIFE Sunshine Coast as the number one tourist attraction on the Sunshine Coast. You may also wish to create an original brochure 'selling' SEA LIFE Sunshine Coast's features/benefits.
3. As a CEO you have decided on the next exhibit to be installed at SEA LIFE Sunshine Coast. Based on your assessment of the present facilities and exhibits at SEA LIFE Sunshine Coast, what would your recommendations be for the next instalment? Write a proposal (200 words) describing the new attraction, who the target audience is, where it would be built (and reasons for your choice of location), and any environmental/engineering issues to be considered. Provide a map showing the location of your attraction. You may also wish to add sketches of its structure/physicality.