

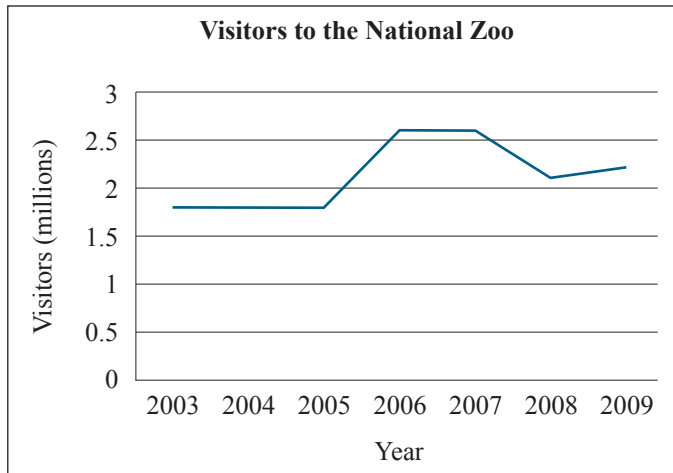
SACE Board of South Australia

Sources to accompany the 2011 sample Tourism paper

SAMPLE

Potential Impact of Pandas at Adelaide Zoo

SOURCE 1 — A graph showing the number of visitors to the National Zoo in Washington (USA) between 2003 and 2009. A baby panda was born at the zoo in late 2005



Source: Compiled from data from the Smithsonian Institution, <http://newsdesk.si.edu/visits/default.htm>

SOURCE 2 — An extract from the website of the Captive Animals' Protection Society

Edinburgh Zoo giant panda plans — entertainment over conservation?

Edinburgh Zoo in Scotland has announced plans to keep giant pandas. The United Nations Environment Programme has previously stated: "Giant pandas are one if not the most sought after of animals for zoos. They are probably the biggest crowd pullers on Earth."

Zoos that have exhibited the species have seen attendance doubling and profits of millions of pounds, some from the sale of souvenirs.

As well as displaying the typical behavioural problems seen in so many animals confined in zoos, captive pandas have also become overweight and listless and are often unable to mate normally. The birth-rate and survival of cubs has been so poor in captivity that most are now bred by artificial insemination.

Source: Adapted from the Captive Animals' Protection Society, May 2008, www.captiveanimals.org/zoos/pandas2.html

SOURCE 3 — An article by journalist Peter Goers, published in an Adelaide newspaper

Why pander to the pandas?

They're boring to watch and they have no idea they are being watched. They're obese, spoiled and can't be bothered with horizontal folk dancing necessary to perpetuate themselves. They deserve to die out.

It's costing us \$50 million mainly at taxpayer expense to house these pandas for 10 years together with the new zoo entrance, and they'll be kept in a loveshack replete with refrigerated rocks, chilled bamboo, hot and cold running everything, servants, guards and exotic trees imported from around Australia and the world.

Beautiful, noble old Aleppo pines under which the Salvation Army first met in SA are being razed because they're suddenly

and mysteriously dangerous and are in the way of the new zoo entrance and yet expensive exotic trees are imported for the pandas.

We throw money at two pandas but what about the homeless, poor and Aborigines in remote communities? Certainly the pandas will be a cash cow and a licence to print vast amounts of money for the Adelaide Zoo.

Zoos are show business and pandas and elephants are the big drawcards. Zoos are animal prisons. Very few species are returned to the wild from zoos.

Source: Adapted from P. Goers, 'Why Pander to the Pandas?', *Sunday Mail*, 19 July 2009, www.adelaidenow.com.au

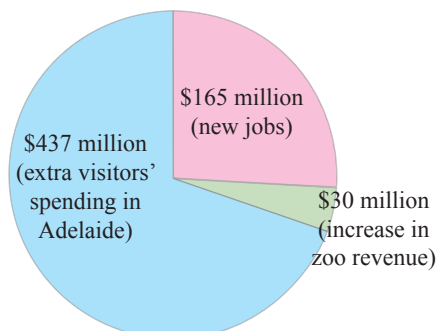
SOURCE 4 — Response to Peter Goers's article by Dr Chris West, Chief Executive Officer of Zoos South Australia

I am responding to the Peter Goers' column about the Adelaide Zoo and the pandas (19/7).

Pandas are among the most widely recognised animals on the planet and, yes, for reasons of cuteness, among the most loved. They are an ambassador - a 'poster child' - for all the less glamorous species that share their endangered future.

Zoos SA is unabashed and unapologetic about the pending arrival of pandas in Adelaide. They will focus attention on the conservation crisis we humans have caused, and provide much excitement and pleasure along the way.

SOURCE 5 — A graph showing the pandas' potential economic benefit to the South Australian economy, 2009–19



Source: Based on figures in 'What the Pandas Are Worth', *Advertiser*, 14 December 2009, www.adelaidenow.com.au

Source: Adapted from C. West, 'Opinion' section of the *Sunday Mail*, 26 July 2009, <http://infoweb.newsbank.com>

SOURCE 6 — A survey of tourists conducted at Adelaide Zoo by a Year 12 Tourism student

A lot of money has been spent on the pandas, and it could have been spent on charities in South Australia or on developing other tourist attractions.

<i>Should the money be spent elsewhere?</i>	<i>Total</i>
Yes	10
No	14

The revenue that is created for the zoo will, according to Paul Armstrong (Facilities Manager at Adelaide Zoo), go towards Conservation Ark projects that help endangered animals and towards renovating other areas of the zoo. The majority of people who completed my survey felt that the money should be spent on pandas.

However, a significant number felt that it should have been spent elsewhere, such as on homelessness, other areas of the zoo, or a ferry from Glenelg to Kangaroo Island. It seems that, by spending \$50 million on the pandas, the South Australian government neglected many other opportunities for growth in South Australia.

Source: Adapted from an assignment by a Year 12 Tourism student, 12 October 2009

SOURCE 7 — An article from an Adelaide newspaper

Chockers over pandas

The Chief Executive Officer of Zoos SA expected hundreds of thousands of dollars would be raised from the various panda promotions.

University of Adelaide marketing lecturer Dr Cullen Habel said companies were channelling the “community enthusiasm” for the arrival of the pandas in their marketing campaigns.

“Everybody is excited about the pandas,” he said.

Source: Adapted from C. Watson, B. Hyde, & D. Wills, ‘Chockers over Pandas’, *Advertiser*, 29 September 2009, www.adelaidenow.com.au

SOURCE 8 — A telephone interview with the Manager, Aboriginal Education Resource Centre, Adelaide

Indigenous perspective

Fifty million dollars could be better spent in working with Aboriginal people to save Australia’s endangered animals from extinction and ensure that they can still be found in the future in Aboriginal people’s traditional homelands.

Being able to see these animals in their natural environment has the potential to do far more for South Australia’s tourism industry than two pandas in an alien environment.

Source: I. Kirkwood-Bleys, transcript of a telephone interview, 8 December 2009

SOURCE 9 — An article from an Adelaide newspaper

Big business

The arrival of Adelaide’s giant pandas will boost the city’s appeal to international companies looking for locations to hold conferences, an industry leader predicts.

Australian Hotels Association SA general manager Ian Horne expects companies to overlook other Australian cities for South Australia so they can combine conferences with a visit to Adelaide Zoo.

Holiday providers also will cash in on a visitor influx to see the state’s newest attractions.

Tourism Minister Jane Lomax-Smith said more than one million people were expected to visit the zoo in the 12 months following the pandas’ arrival.

“We are looking forward to the huge benefits these visitors will bring as they explore our state on holiday packages and spend money in our hotels, shops, restaurants and other attractions,” she said.

Source: Adapted from C. Watson, ‘Pandas Bring Adelaide Conference Surge’, *Advertiser*, 12 October 2009, www.adelaidenow.com.au