



TAKOTORANGA PAPA

GEOGRAPHY



GY3001
CULTURAL PROCESS: ROTORUA
NCEA LEVEL 3



GEOGRAPHY

NCEA LEVEL 3

Expected time to complete work

This work will take you about 20 hours to complete.

You will work towards the following standards:

Achievement Standard 91427 (Version 1) Geography 3.2

Demonstrate understanding of how a cultural process shapes geographic environment(s)

Level 3, External

4 credits

In this booklet you will focus on these learning outcomes:

- analysing the operation of tourism development
- identifying spatial and temporal variations found in tourism development
- identifying and analysing factors that have brought about change in tourism development
- identifying the effects of tourism development on people and places.

You will continue to work towards this standard in booklet GY3002.

CONTENTS

- 1 What is tourism development?
- 2 Elements and interactions in tourism development
- 3 Geographic features and their patterns: part 1
- 4 Geographic features and their patterns: part 2
- 5 Spatial patterns
- 6 Tourism development – factors and changes
- 7 Effects on people and places
- 8 Manaakitanga and tourism
- 9 Review
- 10 Answer guide

HOW TO DO THE WORK

When you see:



Complete the activity.



Check your answers.



Your teacher will assess this work.



Note these key points.

You will need:

- pen, pencil, coloured pencils
- writing paper
- the maps insert (GY3001A)
- 2 worksheets (GY3001W)
- the Skills supplement (GY3000S) that came with the Course and assessment guide.

Resource overview

Each lesson should take about one to two hours.

Write your answers on separate paper and attach any worksheets as required. Do not write the answers directly into the book.

Attach the self-assessment page and cover sheet (GY3001) before sending them to your teacher.

Keep this book for reference. Do not return it to your teacher.

Write as much detail as you can in your answers. It is a requirement to provide specific detail to achieve with Merit or Excellence. This includes case studies, maps and/or diagrams.

Self-marking reminder

Always do an activity by thinking it through on your own. Check your answer against the Answer guide at the back of the booklet after you have completed the activity. Mark your answers with a tick or make corrections to your answer.

1 WHAT IS TOURISM DEVELOPMENT?

LEARNING INTENTIONS

In this lesson you will learn to:

- define tourism development
- identify reasons people travel
- categorise types of tourist.

KEY CONCEPTS

Patterns: An arrangement of features or characteristics which may be spatial: the arrangement of features such as mountains on the earth's surface; or temporal: how characteristics like tourist attractions differ over time in recognisable ways.

Process: A sequence of actions that shape and change an environment, some examples include economic, social and political processes.

Location: Where features are sited.

INTRODUCTION

Tourism is one of the largest industries in the world. In 2011, 982 million people travelled internationally as tourists. International tourism generated US\$1.030 billion (€ 740 billion) in export earnings. For the year to March 2010, international tourism contributed \$9.54 billion (or 18%) to total New Zealand exports. This made it New Zealand's largest export earner, followed by dairy products.

The World Tourism Organisation defines tourism as 'the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.'

In New Zealand we generally consider tourism as being primarily for the purpose of recreation or leisure, but it also includes people who travel for business conferences, family reunions and sports events as they often spend time (and money) visiting local tourist attractions.

Tourism is a cultural process because it involves people and their activities over time and space.

The movement of people for the purposes of tourism creates observable **phenomena** such as processes, features, activities and events.

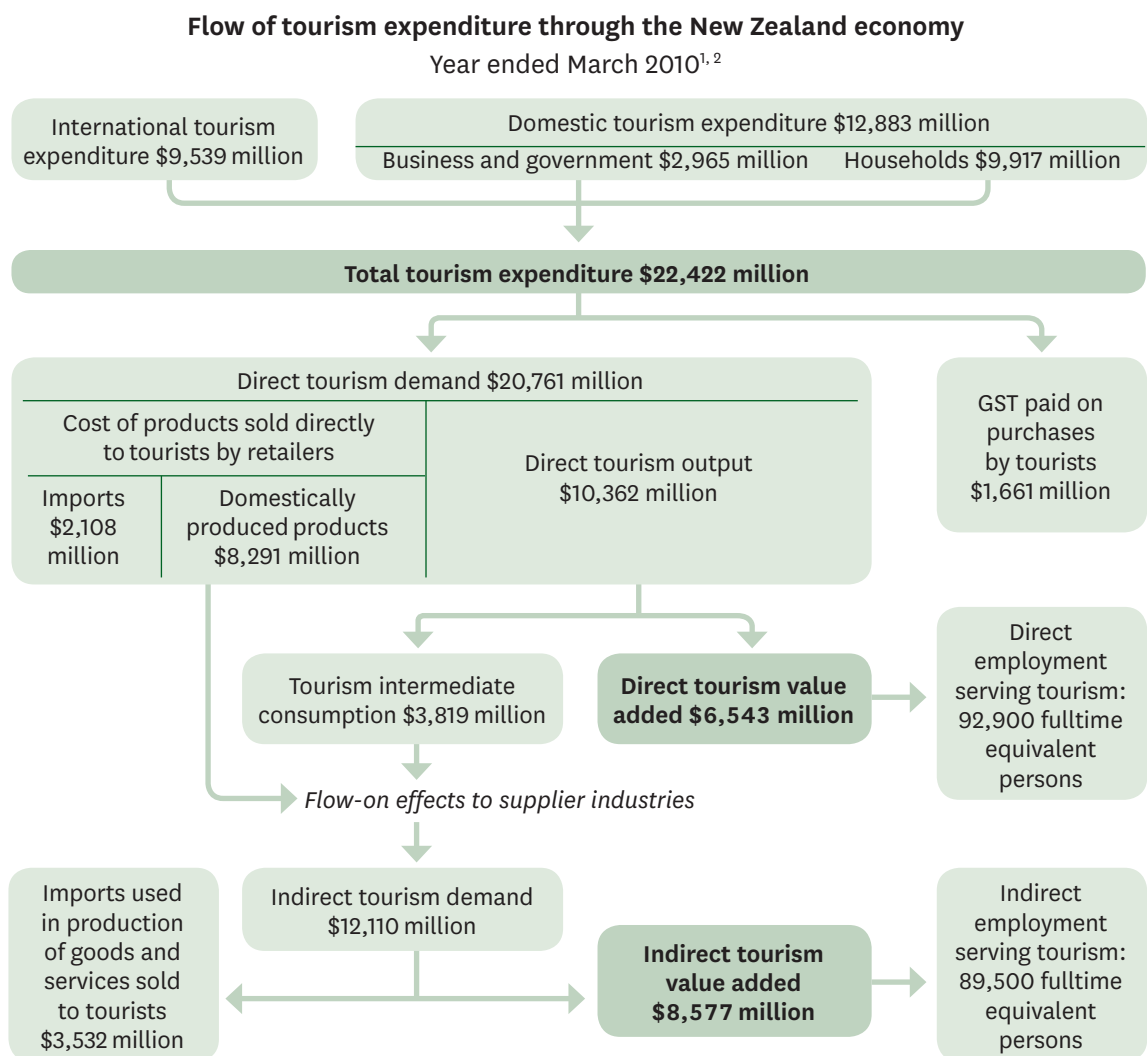
WHAT IS TOURISM DEVELOPMENT?

KEY FACTS

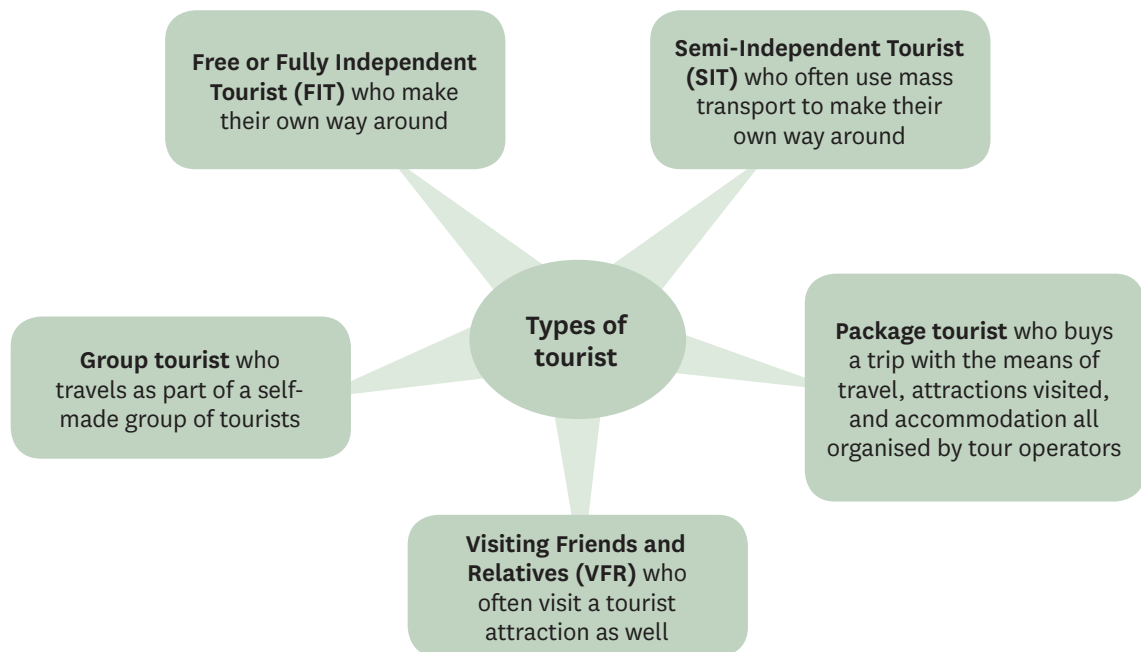
Tourism is one of New Zealand's biggest export industries, earning \$23 billion or 16.8 percent of New Zealand's foreign exchange earnings (year ended March 2011).

- Tourism contributes almost 9 percent of gross domestic product (GDP) for New Zealand.
- 18.3 percent of New Zealand's foreign exchange earning was generated by tourism in 2011.
- Tourism directly and indirectly employs nearly one in ten New Zealanders – 91,900 total fulltime equivalent jobs and 89,500 indirect fulltime equivalent jobs.
- Tourism in New Zealand is a \$63 million per day industry and tourism delivers \$27 million in foreign exchange to the New Zealand economy each day of the year.
- Domestic tourism contributes another \$36 million in economic activity every day.
- Total tourism expenditure reached \$23 billion for the year ended March 2011.
- Visitors to New Zealand paid \$1.7 billion in goods and services tax in 2011.

Adapted from Tourism Industry Association of New Zealand website, accessed August 2012



1. Totals may not add due to rounding. 2. Tourism expenditure is measured in purchaser prices. Other monetary aggregates are measured in producer prices.



The choices tourists make over time cause changes in tourism and **tourism development** describes these changes. See lesson 3.



1. On your own paper, write your own definition of tourism development and state why it is a cultural process.
2. What are the main types of tourist?
3. Why is tourism so important to New Zealand's economy and people?
4. List the main tourist destinations in New Zealand for domestic and foreign tourists.



Check your answers.

WHAT IS TOURISM DEVELOPMENT?

TYPES OF TOURIST

The following star diagram shows different reasons people can have for visiting an area.



Tourists are often categorised (sorted) by reason for travel but they can also be sorted by 'psychological type'. The diagram below shows a continuum. At one end are tourists who are conservative in their choices preferring familiar and safe destinations and activities. They are referred to as **psychocentric**. These tourists might go to a nearby beach or go on a group tour with a set itinerary. People who like adventure, unusual destinations or risky activities are at the other end of the continuum. They are called **allocentric** tourists.



1B

1. Make a copy of the continuum above and give it an appropriate title. Look carefully at the collage of tourist activities below. Place the letter for each photo on the appropriate place on the continuum.
2. Write sentences to explain your placement of the activities from the collage on the continuum.



My family's last holiday.

ISTOCKPHOTO



Check your answers.



KEY POINTS

The key geographic concepts in this lesson are **pattern**, **process** and **location**.

- Tourism is one of the largest industries in the world.
- Tourists travel for a variety of reasons there are different classifications for these reasons, such as allocentric or psychocentric.
- Definitions of tourist and tourism change over time.
- Tourism is New Zealand's single largest industry.
- Tourism is New Zealand's largest single export earner.

2 ELEMENTS AND INTERACTIONS IN TOURISM DEVELOPMENT

LEARNING INTENTIONS

In this lesson you will learn to:

- explain how tourism elements operate
- how tourism elements interact.

INTRODUCTION

Tourism development as a cultural process can be divided into various elements. These elements act and interact in various ways. Each tourist area is different in the way it shows the cultural process and its elements. Rotorua has geothermal attractions which are unique in New Zealand.

ATTRACTIONS

These are the reasons tourists travel to an area. They are divided into natural and cultural attractions. Natural attractions are often unique (for example Southern Alps scenery) and can't be reproduced anywhere else. Cultural attractions are sometimes unique (Māori culture only in New Zealand) but are often able to be reproduced in other locations. For example, bungee jumping, while it was invented in NZ, can be off a bridge or even a built platform in many locations.



Pōhutu Geyser, Rotorua.

Tourists have preferences when visiting Rotorua:

- overseas visitors tend to value the geothermal and cultural attractions
- domestic visitors tend to value natural and commercial attractions
- visitors come to Rotorua for both geothermal and natural features.

ROTORUA TOURIST ATTRACTIONS			
Geothermal	Cultural	Sports	Adventure
Geothermal parks: <ul style="list-style-type: none"> • Whakarewarewa • Wai-o-Tapu • Ōrakei Korako • Hell's Gate • Government gardens 	Te Arawa Kapa Haka competition NZ Aria Opera in the Pā Te Pūia, Māori Arts and Craft Centre Mitai Māori village Tāmaki Māori Village Whakarewarewa – thermal village	Cateye Moonride Lion Foundation Fletcher Challenge Marathon Rotorua–Taupō 100K Flyer Xterra Off Road Multisport events Waikato Draught Tough Guy and Gall Challenge Golf Mountain biking Sailing Water sports Swimming Diving Horse trekking Fishing	Schwebb monorail Skyline luge Skyline gondola Paragliding Skydiving Scenic flights Helicopter tours 4WD driving/karting Freedom and guided walks Raft and sledge riding Whitewater rafting Rotorua bungy Swoop Secured Freefall Xtreme Agrojet Zorb – globe riding
Attractions			
Wildlife parks Lake cruises Canoe tours Museums Bath House spa Rainbow Springs Agrodome Mazes Forest			

REGULATORS

Regulators are able to control tourism or some element(s) of it by enforcing rules and regulations. A local council may zone an area for accommodation or tourist activity. They may also set rules for the operation of a tourist attraction such as hours of operation and alcohol licensing. The Motel Association of New Zealand (MANZ) is an example of a private regulator, which sets a code of ethics and minimum standards for its members.



ISTOCKPHOTO

PROVIDERS

The role of the government has changed greatly in the last 130 years. Once a developer and owner of tourist attractions, its role has changed to that of an indirect policy maker and collector of tourism statistics for private tourism providers, who dominate the market.

Many private providers target niche markets such as FIT (free and independent travellers) tourists, younger ‘adrenaline rush’ travellers or the mass tourism market.



ISTOCKPHOTO

INFRASTRUCTURE

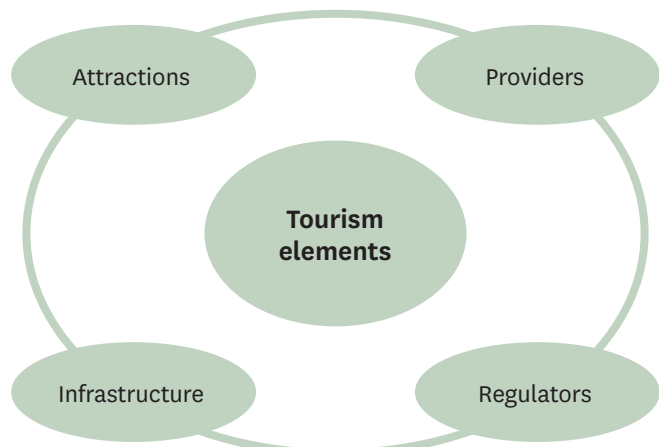
Changes in infrastructure have both been a consequence of increasing tourist numbers and a cause of this increase. Improvements in roads have decreased travel time enabling tourists to visit more attractions in a shorter time. The wider range of accommodation from luxury lodges through to backpacker hostels has been a response to changes in tourist demand.



ISTOCKPHOTO

EXAMPLES OF INTERACTIONS BETWEEN TOURISM ELEMENTS

- A relatively weaker New Zealand dollar compared to overseas currencies means overseas tourists can have a cheaper holiday.
- Tourists attracted by New Zealand’s clean, green image.
- Tourists attracted to New Zealand by the Lord of the Rings ‘Halo effect’
- Natural resources are protected under an act of parliament by the Department of Conservation (DOC).
- Waitangi Tribunal decisions have vested land and money to iwi and created conditions for Māori tourism to develop.
- Government restructuring of the economy in the 1980s saw a focus on tourism to reduce unemployment.



2A

1. Draw a full page copy of the diagram of tourism elements, on the previous page, on your own paper.
2. Place the items in the following chart 'Aspects of tourism development' in the appropriate circle.
3. You might want to consider adding sub-circles. For example: attractions divided into cultural and natural.

Aspects of tourism elements	
Kawhia Kai Festival Tongariro National Park A Chinese travel company Hotel Association of New Zealand Novotel hotel chain Tourism Auckland Department of Labour (OSH) Geysers Māori culture	AA Travel Ministry of Tourism Waitomo Caves Mitai Māori Village Department of Conservation Lakes District Council (Queenstown) New passing lanes on State Highway 5 to Rotorua



Your teacher will assess this work.



KEY POINTS

The key geographic concepts in this lesson are **elements** and **interactions**.

- A change in one element will cause change in other elements.
- Some elements are unique to an area such as geothermal attractions in Rotorua.

3 GEOGRAPHIC FEATURES AND THEIR PATTERNS: PART 1

LEARNING INTENTIONS

in this lesson you will learn to:

- identify patterns in tourism development
- identify and explain temporal patterns.

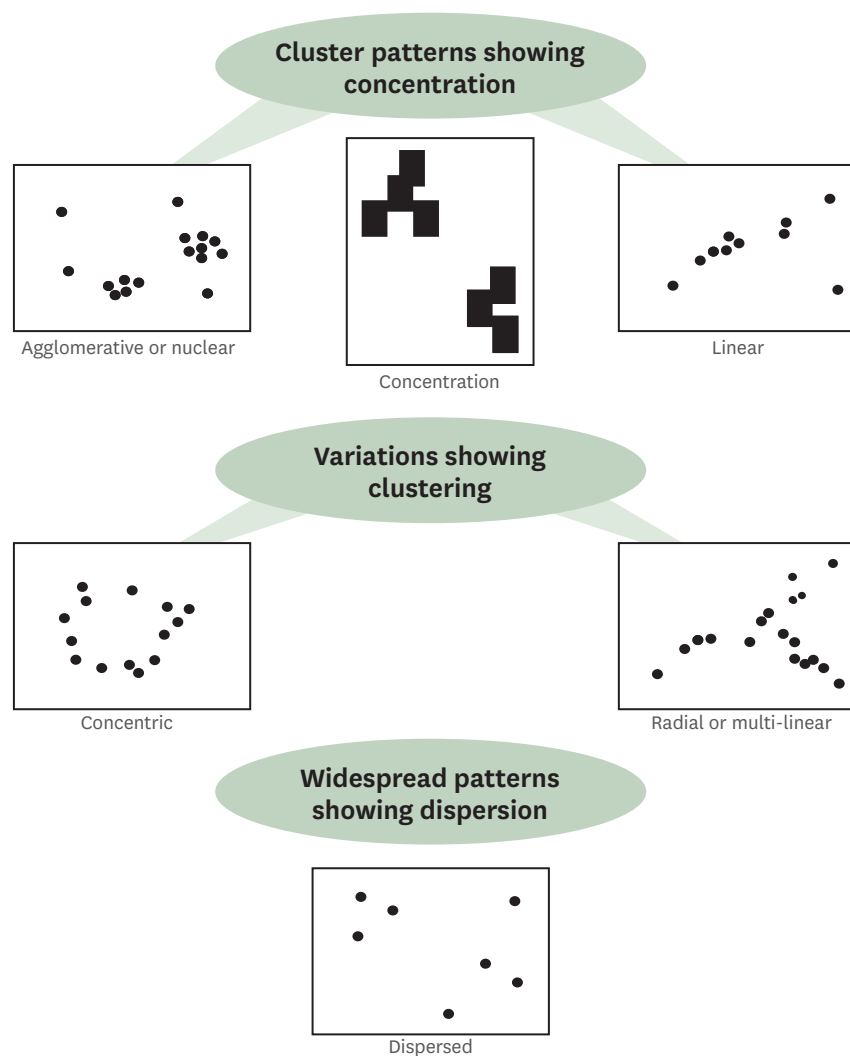
INTRODUCTION

Spatial patterns can be both temporal (over time) and in space (showing current patterns of phenomena both natural and cultural).

The diagram shows some of the patterns identified by geographers.

KEY TERMS

- spatial pattern
- spatial variation
- spatial distribution
- concentrated
- dispersed



The spatial patterns include:

- linear – the data appears to follow lines
- grid or square – the data follows a specific pattern as stated
- radial – the data radiates outwards in different directions
- random – the data has no obvious spatial pattern
- cluster – the data is grouped on the same location
- concentration – is interchangeable with cluster
- dispersed – the data is spread out, either in a planned way or by chance.

TEMPORAL PATTERNS: HISTORICAL

Tourism development in Rotorua can be seen in distinct phases. A range of factors have contributed to the way in which tourism has developed, including economic, political, technological and environmental factors.

PHASE 1 – PIONEER DEVELOPMENT: 1800s TO 1930s

Geothermal activities were the tourist draw card, particularly the Pink and White Terraces until their destruction in 1886. By 1880, one thousand tourists per year (primarily wealthy English) were visiting annually.

In 1881 the government leased land from local iwi and established the township of Rotorua. The town was managed through the Department of Tourism and Health. In 1894 a railway line was constructed linking Rotorua to Auckland. Hotels were established as improved accessibility increased tourist numbers.

The construction by the government of the Bath House in 1908 and the development of the geothermal area at Whakarewarewa and Waimangu consolidated Rotorua's position as an international geothermal and spa tourism destination.



Rotorua Bath House.

By 1905 trout fishing on Lake Rotorua and neighbouring Lake Rotoiti was being marketed to tourists. In the 1930s the excavation of the buried village at Te Wairoa (1932) and the construction of the Blue and Ward Baths added extra attractions. This early period was dominated by the government development of infrastructure and attractions.

PHASE 2 – RAPID GROWTH: LATE 1940s TO 1970s

After World War 2 growing affluence resulted in a period of rapid tourism growth. A growing middle class in New Zealand, Australia and other Western countries could afford to pay for travel and began to expect holidays.

Tourist from a wider range of countries began to visit New Zealand and Rotorua, in particular from Australia, Europe and Japan.

GEOGRAPHIC FEATURES AND THEIR PATTERNS: PART 1

The government upgraded roads and opened a domestic airport (1963) in Rotorua. Outlying geothermal attractions such as Hells' Gate at Tikitere became more accessible. Local zoning regulations saw the start of a ribbon development of motel and hotel accommodation from the central business district along Fenton Street to Whakarewarewa, where the Māori Arts and Craft Institute opened in 1963.

Visitor numbers increased from 16,000 in 1952 to 70,000 in 1962 and tourist accommodation increased threefold. Motels were the main feature of accommodation developments. In the 1950s and 60s most major tourist attractions were upgraded.

In the late 1960s and 1970s a wider range of tourist attractions developed, such as the Rotorua Museum (1969), The Orchid Gardens and Agrodome (1971) and the art gallery (1977). These new attractions along with greater accessibility, saw tourism numbers reach 250,000 by the end of the decade.



The Agrodome is famous for its Sheep Show, which features live sheep shearing and other demonstrations. It's also a location for other farming related tourist attractions.

Throughout this period the New Zealand government (which owned the national airline, NAC) actively promoted New Zealand as a tourist destination around the world and Rotorua as the key part of a geothermal 'tourist diamond'.

PHASE 3 – CHANGE, RENEWAL AND DIVERSIFICATION: 1980s TO PRESENT

The privatisation of tourist development and the emergence of the Rotorua City Council as the key regulatory body underpins recent development and change. New regulators also emerged. Tourism Rotorua is one example.

International chain hotels such as Novotel, Ibis and Sheraton were built in Rotorua in this period, primarily to accommodate larger numbers of package tourists. Backpacker and similar accommodation developed to meet the accommodation needs of free and independent (FIT) tourists.

New cultural attractions were opened such as the Skyline Gondola and Luge, and ZORB; as well as, 4WD adventures, whitewater rafting and mountain biking tourism ventures aimed at younger more adventurous tourists.

By the early 1990s Rotorua tourism was at best beginning to stagnate. However, the Rotorua City Council began a redevelopment of the lakefront, and the Central Business District between 1995 and 2003, that helped revitalise Rotorua. The opening of a convention centre in 1995 created a new tourism market (convention tourism).

Cultural tourism grew with the opening of Tāmaki Māori Village and the Tāmaki Realm of Tane.

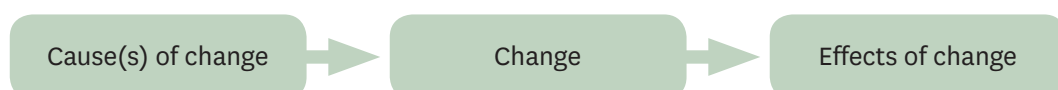
Larger numbers of tourists from Asia, particularly China and Korea led to specialist restaurants and souvenir shops opening.



A traditional kapa haka group.

3A

1. On an A4 piece of paper create a timeline which shows the main developments in Rotorua tourism for each of the three phrases.
2. Explain how four events impacted on tourism development in Rotorua.
3. Choose a significant change for tourism development in Rotorua.
4. Copy the following 'cause and effect' model and complete in detail to illustrate tourism in Rotorua. Use a full page.



Your teacher will assess this work. (You can view an example timeline in the Answer guide.)

3B

One way to show temporal patterns is to show tourism development over time.

1. Draw three sketch maps of the Rotorua area and label them. See Map 1 in the insert (GY3001W).
Phase 1 – pioneer development: 1800s to 1930s
Phase 2 – rapid growth: late 1940s to 1970s
Phase 3 – change, renewal and diversification: 1980s to present
2. Using the dates of attractions on the chart below, locate and label the attractions on the appropriate sketch map.
3. You will need to **research** the attractions to find more specific locations.
4. Research Rotorua tourist attractions and add on other attractions.
5. Use symbols on your map to differentiate between types of attractions e.g. natural, cultural or adventure.
6. Make sure that you use appropriate mapping conventions such as a key and a title.

You will need to be able to recreate these maps in your answer in the external exam

Attractions	Year opened	Location
Pink and White Terraces	Pre-1886	
Railway	1890	–
Fairy Springs	1897	Fairy Springs Road
Trout introduced	1905	Lakes
Bath House Spa	1908	Government Gardens
Wai-o-Tapu thermal area	1931	Wai-o-Tapu
Rainbow Springs	1933	Government Gardens
Blue Baths and Polynesian Pools	1937	Government Gardens
Ōrākei Korako Thermal area	1937	Orakei Korako
Rainbow Springs	1938	Fairy Springs Road
Paradise Valley	1939	Paradise Valley Road
Hell's Gate thermal area	1952	State High way
Māori Arts and Crafts Centre	1963	Whakarewarewa
Luge opens	1964	Fairy Springs Road
Gondola Opens	1985	Fairy Springs Road
Ōkawa Bay Resort	1989	Lake Rotoiti
Float plane flights	1969	Lake Front
Agrodome	1971	State Highway 32
Cultural performances in hotels	1979	CBD

Restaurant precinct developed	1995	Tūtānakei Street
Off Road New Zealand	1992	State Highway
Wingspan Native Falcons	1992	Paradise Valley
Whitewater rafting	1992	Various locations
Zorb globe riding	1995	Fairy Springs road
Planet Bike (Mountain Biking)	1999	Whakarewarewa Forest
Mitai Māori Village	2009	Fairy Springs Road
Rail Cruising	2010	Ngongotaha/Mamaku



Your teacher will assess this work.



1. With reference to your maps and terms for spatial patterns, summarise spatial patterns of tourism in Rotorua over time.
2. Make sure that you cover:
 - the types of patterns
 - the location of the patterns
 - an explanation of the pattern.



Your teacher will assess this work.



Rail cruising, Rotorua.

CASE STUDY: AGROVENTURES

Agroventures, just off State Highway 5 near the Agrodome, is a good example of a cluster of tourist attractions which could be located anywhere. Agroventures is an **agglomeration** of tourist activities in one area owing to the advantages of being at one site. It benefits from proximity to the main tourist route into Rotorua and the Agrodome and although ten kilometres outside the city, the volume of potential passing customers is large.

ADRENALINE RUSH



DESTINATION ROTORUA MARKETING

Agrojet is a high-powered jet boat which takes customers around a jet sprint course. It is New Zealand's fastest commercial jet boat ride and is the only commercial jet sprint experience in the world.



DESTINATION ROTORUA MARKETING

Freefall Xtreme allows the rider to experience weightlessness while being held aloft by a powerful stream of air.



DESTINATION ROTORUA MARKETING

Swoop – secured in body harnesses, up to three people at a time are slowly elevated to 40 metres high. When released the rider plummets down to just over a metre from the ground. Riders reach speeds of up to 130 kilometres per hour.



DESTINATION ROTORUA MARKETING

The Schweeb is a pedal-propelled capsule attached to a monorail. Riders can reach 50 kilometres per hour and race others on an intertwining track.



DESTINATION ROTORUA MARKETING

Rotorua Bungy is a 43-metre bungy tower.

These activities are not part of Agroventures, but are located near it – they contribute to the agglomeration of tourist activities in the area.



SHUTTERSTOCK

Zorb: this New Zealand invention enables tourists to ride inside a giant ball, uncontrolled, downhill, before being caught in a net.



HELIPRO

Helipro is based at the site end and offers helicopter rides to Mount Tarawera or Mokoia Island.

3D

1. What type(s) of tourists will the activities at and near Agrodome most likely attract? Justify your choice(s).
2. List the advantages of an **agglomeration** of tourist activities like Agroventures.
3. Make sure that you add this cluster to the map drawn in activity 4A.



Check your answers.

4 GEOGRAPHIC FEATURES AND THEIR PATTERNS: PART 2

LEARNING INTENTIONS

In this lesson you will learn to:

- identify patterns in tourism development
- identify and explain patterns.

INTRODUCTION

In 2010, it was estimated that 3.2 million tourists visited Rotorua and spent \$551 million.

On average, visitors stayed 2.2 nights. Rotorua depends heavily on the domestic tourist market as well as international travellers. The following tasks help explain the patterns of domestic and international tourist visitors.



DOMESTIC VISITORS TO ROTORUA BY NEW ZEALAND REGION, 2011

Visitor origin	Visitor expenditure	Total visitors	Day visitors	Overnight visitors	Length of stay	Visitor nights
Auckland		688,000	275,000	413,000	2.4 nights	1,002,000
Waikato		658,000	500,000	158,000	1.9 nights	296,000
Bay of Plenty		652,000	577,000	75,000	2.1 nights	161,000
Wellington		120,000	48,000	72,000	2.2 nights	159,000
Other NZ regions		273,000	112,000	161,000	2.5 nights	399,000
Total domestic	\$295 million	2,391,000	1,512,000	879,000	2.3 nights	2,017,000

Source: Rotorua NZ

CHOROPLETH MAPPING

A choropleth map shows the differences between statistical areas. The data used has to be graded and then a map is coloured using one colour and varying the intensity of the shading from light to dark.

Refer to Skills supplement (GY3000S), for further instructions.

4A

DRAWING A CHOROPLETH MAP

1. Use Worksheet 1 (in GY3001W) and the statistics on this worksheet. On the map of New Zealand complete a choropleth map for 'Domestic tourists to Rotorua by New Zealand region in 2011.'

Complete the map following these steps:

Step 1 Arrange the data in numerical order from the highest to the lowest.

Step 2 Split the data into four or five groups. You could do this by having:

- *Even intervals:* 10–20, 20–40, 40–60, 60–80
- *Quartiles:* the top three in one group and then the next three and so on.

Step 3 Draw a key. Use a specific colour with various shades, for example use dark green to light green in your key.

Step 4 Colour the regions on your map using the shading scheme you selected in step 3.

Step 5 Give your map a title.



Check your answers. There is an example map in the Answer guide.

4B

INTERNATIONAL VISITORS TO ROTORUA, MARCH 2012

	Year ended March 2012						
		Days in New Zealand (IVA)			Trip expenditure in New Zealand (IVS)		
	Visitors ² ('000)	Total ('000)	Average	Median	Total (NZD \$million ¹)	Average	Median
Total³	2,618	51,102	19.6	9	5,635	2,400	1,500
Key markets:							
Australia	1,168	12,285	10.5	7	1,649	1,500	1,100
United Kingdom	222	6,446	29.0	20	567	2,800	2,100
United States of America	184	3,443	18.7	10	454	2,700	1,700
Japan	65	1,235	19.0	7	224	3,600	2,100
Korea, Republic of	53	1,125	21.4	6	130	2,600	1,500
China, People's Republic of	160	2,838	17.7	3	473	3,200	2,100
Germany	63	3,180	50.1	24	213	3,500	2,700
Canada	49	1,288	26.2	14	122	2,700	1,900
Taiwan	18	374	21.0	9	58	3,300	2,300
Singapore	39	528	13.4	9	82	2,300	2,000
Other	557	17,655	31.7	14	1,662	3,100	1,800
Purpose of visit:							
Holiday	1,221	20,051	16.4	9	2,947	2,800	2,100
VFR	851	17,617	20.7	11	1,076	1,300	900
Business	300	3,195	10.6	4	598	1,800	1,200
Other	245	5,351	28.8	7	1,014	5,200	2,400

Data source: International Visitor Arrivals (IVA), Statistics New Zealand, International Visitor Survey (IVS)

KEY OVERSEAS MARKETS

- Using the international visitor data, construct a series of graphs to show:
 - total visitors by country of origin
 - length of stay by country of origin.
- Write a paragraph to explain the patterns of international visitors to Rotorua and the reasons for them.

PURPOSE OF VISIT

3. Draw an appropriate graph to show the purpose for visits.
4. Write a generalisation about the purpose of visit and expenditure.

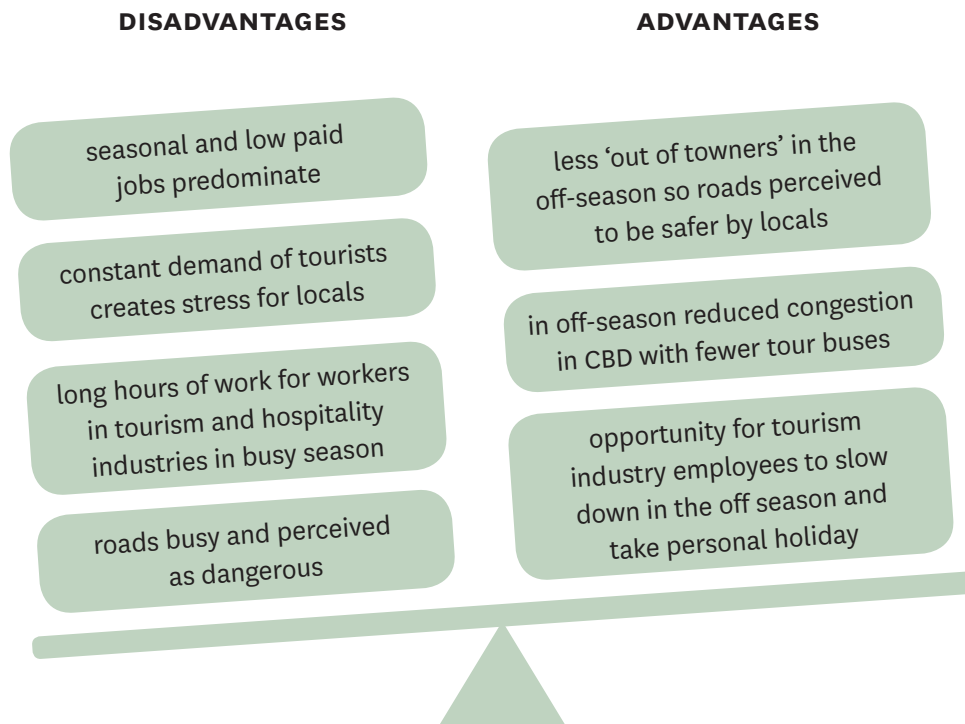


Check your answers.

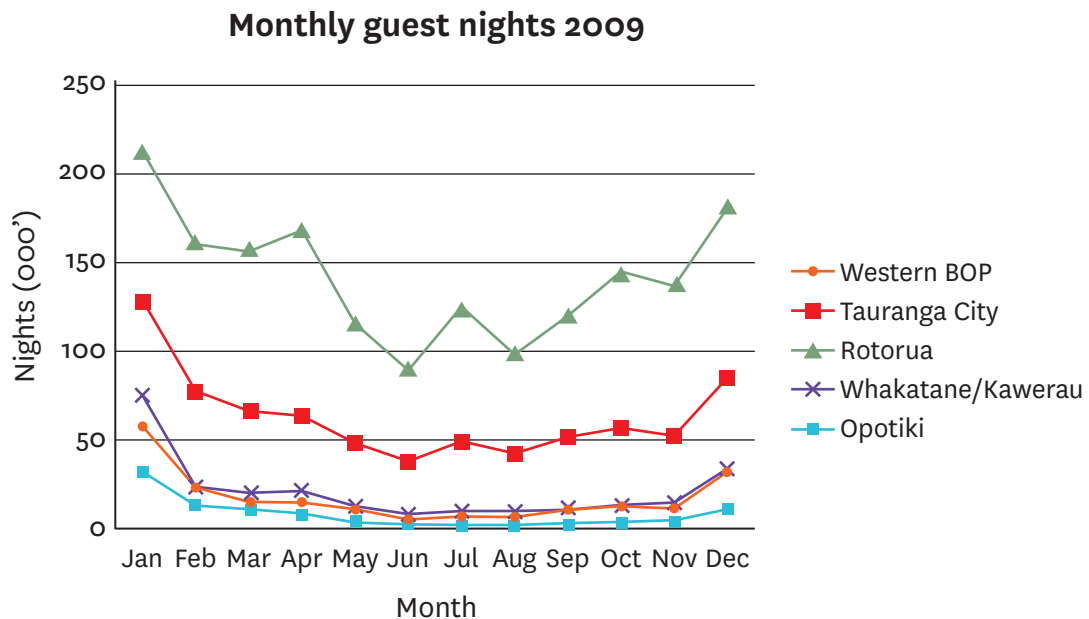
TEMPORAL PATTERNS: SEASONAL

Seasonality refers to the seasonal distribution of tourist numbers over a one year period. Seasonal patterns for international tourism have changed very little in the past 20 years, with 52–53 percent of visitors arriving during the ‘peak’ season from November 1 to March 31.

Tourists stay longer in the summer months and this is also the time when it is winter in the northern hemisphere. Seasonality has a number of advantages and disadvantages for Rotorua’s people and economy as shown in the following diagram.



Source: Statistics NZ Commercial Accommodation monitor December 2003 All tourists



Data source: Commercial Accommodation Monitor, Ministry of Tourism

4C

1. Explain the seasonal pattern of tourism in Rotorua.
2. Copy the chart of the advantages and disadvantages of seasonal tourism on the previous page. Add any other advantages and disadvantages you can think of.
(Your teacher will assess this answer.)
3. Compare Rotorua to other parts of the Bay of Plenty. Is seasonality more or less of an issue for Rotorua? Explain your answer.
4. Refer to the graph and explain the mini peaks in April, July and October.
5. What are possible solutions to the issues caused by seasonality?
(Hint: refer to the chart 'Types of tourism' in lesson 1.)



Check your answers.

5 SPATIAL PATTERNS

LEARNING INTENTIONS

In this lesson you will learn to:

- identify patterns in tourism development
- identify spatial patterns
- explain reasons for the spatial patterns

INTRODUCTION

A range of spatial patterns are evident in the Rotorua district. Historically tourism was based on geothermal features which were dispersed. As infrastructure improved new attractions have developed.

Tourism New Zealand currently lists over 400 tourism operators in Rotorua and over 130 tourist attractions.

DISPERSAL

Rotorua's primary attractions are dispersed throughout the district, as they are natural features like lakes and geothermal sites. Hell's Gate geothermal area is 12 kilometres north-east of the city and Wai-o-Tapu 20 kilometres to the south. Whakarewarewa is on the southern periphery of the city.

CONCENTRATION

A concentration of tourist attractions and facilities are found in the central city:

- Government gardens complex: developed in the early 1900s and includes the Rotorua Bath House museum, The Polynesian Spa and bubbling geothermal pools.
- The CBD has banking, shopping and other services used by tourists.

CLUSTER



The Skyline luge.



Skydiving near Rotorua airport.



Amphibious boat with Duck Tours on Rotorua lakes.

DESTINATION ROTORUA MARKETING

Clear clusters are evident:

- **Rotorua airport** has a cluster of sky-based activities.
- **Fairy Springs Road** (State Highway 5) has an agglomeration of tourist activities as tourist operators have opened new activities to 'trap' the high flow of tourists arriving in Rotorua from the Waikato and Auckland.

SPATIAL PATTERNS

- The **Rotorua lakefront** has water-based activities and tours, like the Lakeland Queen, fishing charters, pedal boat hire, and a float plane.
- **The Thermal Explorer Highway (State Highway 5)** near the Agrodome has a cluster of adrenalin activities based by the Agrodome such as the Zorb, Schweeb, superfast jet boat rides, bungy and Freefall Xtreme.
- In the **CBD** there is a restaurant precinct on Tutanekai Street between Pukaki and Whaakaue Streets.
- **Whakarewarewa**: a concentration of Māori cultural attractions such as Te Pūia Arts and Craft Centre and the main thermal area including the Pōhutu geyser.

LINEAR

Council planning has led to a linear pattern of accommodation along Fenton Street from the CBD to Whakarewarewa. Fenton Street is also the main route south to Taupo and the Tongariro National Park tourist areas. Other accommodation is found along main arterial roads, with cheaper camping grounds on the city edge.



Fenton Street, Rotorua.

5A

1. Using an atlas and Maps 2 and 3 in the insert, draw an outline map of Rotorua from the airport to the end of Fairy Springs Road. **Use standard mapping conventions.**
2. Show Lake Rotorua, State Highways 5, 30 and 33, Rotorua CBD and Fenton Street.
3. Annotate your map to show the spatial patterns of tourism development in Rotorua city. Make sure you use terms such as **cluster**, **linear**, **concentration** and **agglomeration**.
4. Explain the spatial pattern(s) and why they have developed.

5B

1. Use the outline map of Rotorua Lakes (Worksheet 2) and an atlas or road map.
2. Draw on the main highways, Rotorua city, local main tourism activities outside the city.
3. Identify the pattern(s) and explain reasons for its development.



Your teacher will assess this work.

TOURISM DEVELOPMENT – FACTORS AND CHANGES

LEARNING INTENTIONS

In this lesson you will learn to:

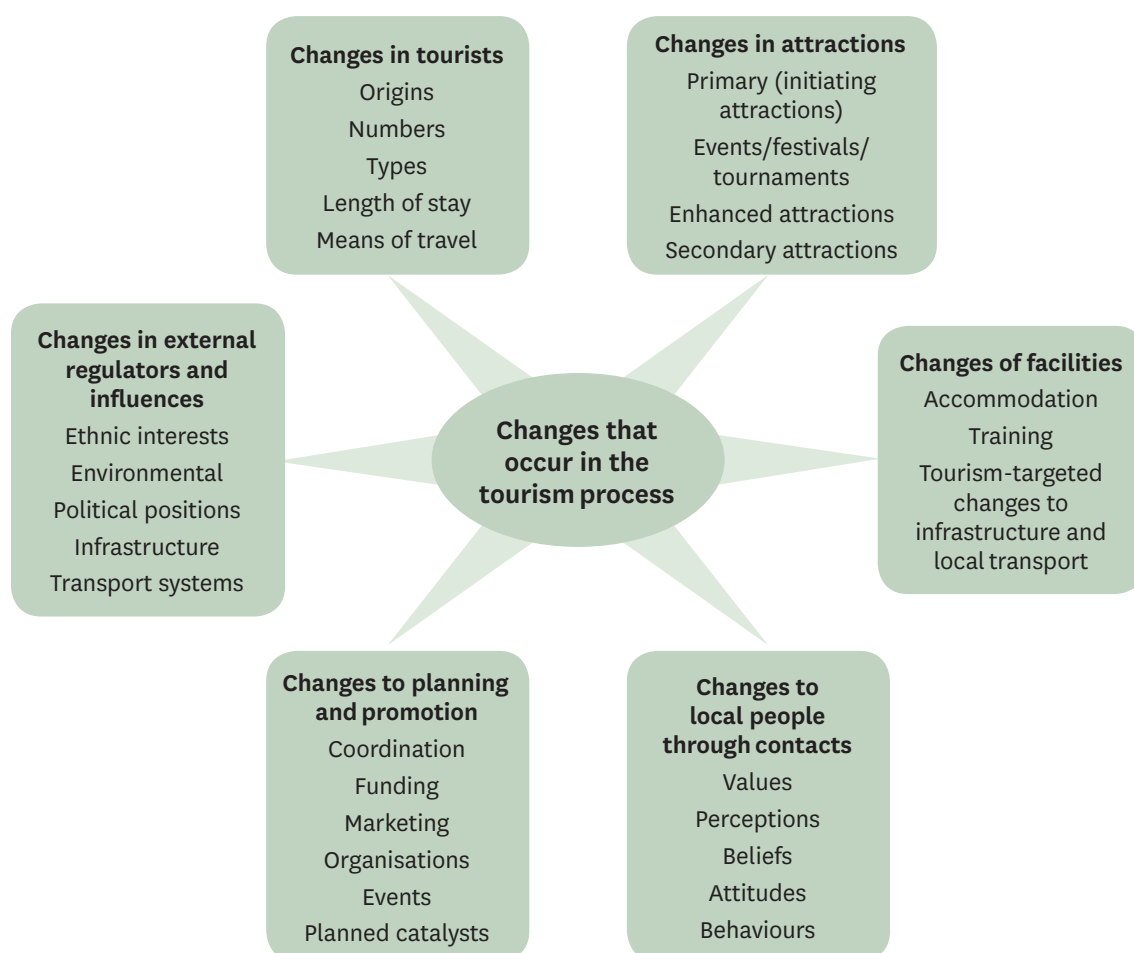
- identify factors that cause change in tourism development
- make judgements about the relative importance of factors in causing change.

INTRODUCTION

Tourism development is a dynamic process, and varies through time (temporal or time variation). The elements of tourism, and their interactions, change over time because of many factors, often from outside tourism. This means that tourism in any tourist area changes and develops over time. Tourism development is how the present state of tourism in a setting developed.

ASPECTS OF TOURISM WHICH CAN CHANGE

The diagram shows aspects of tourism that are variables and can change over a short time as tourism develops.



6A

1. Copy the diagram and compare it with the elements diagram on page 12. Give examples of similarities and differences.
2. Complete a copy of the diagram changing the information for Rotorua using the information which follows and any other information from your own research.



Your teacher will assess this work.

POLITICAL FACTORS CONTRIBUTING TO CHANGE

Tourism is seen as a major contributor to New Zealand's and Rotorua's economy. New Zealand has promoted itself to the world as a clean, green destination. In 1989 the Rotorua City Council set up a tourism development unit. There has been strong cooperation between Tourism Rotorua, the Department of Conservation and national governments resulting in clear strategic goals for the growth of tourism in the Rotorua district. The Rotorua City Council has developed clear zoning by-laws to guide the development of tourism in Rotorua and protect the natural and built environments.

The CBD and the area around Whakarewarewa were the foci of the zoning to create a tourist atmosphere. Private accommodation has declined as a result of zoning for more intensive use of land.

More intensive accommodation was allowed in the CBD. A section of Tūtānekai Street was closed to traffic and became a restaurant precinct.



Tūtānekai Street, Rotorua.

TW KURA

ENVIRONMENTAL FACTORS CONTRIBUTING TO CHANGE

Until the mid-1990s Rotorua's sewage was pumped directly into the lake. The lakefront, despite having some tourist activities, was a very unpleasant place to visit at times. A new treatment plant was built with treated sewage sprayed on farms and in the Whakarewarewa Forest where natural processes further treated the sewage before it made its way into Lake Rotorua. However this has led to the danger of **eutrophication** (build-up of nitrogen in streams and lakes from higher nitrate levels which leads to the depletion of oxygen in the water).

The heavy use of geothermal hot water by private and industrial users had seen a reduction in thermal activity at Whakarewarewa by the 1980s and a decline in tourist visitors as a result. In 1988 the Rotorua City Council, working with the government, banned all hot water bore use within five kilometres of Whakarewarewa. The Pōhutu geyser and hot water pools recovered but not to the level of activity they had in the early 20th century.

CULTURAL FACTORS CONTRIBUTING TO CHANGE

Tourism has become an integral part of the Rotorua economy employing, directly or indirectly, around 25 per cent of the workforce. As Rotorua is sufficiently large and varied in its economic base, residents do not feel swamped by the large number of tourists who visit the city. Tourism development has been well-controlled and locals do not sense a loss of control of their own city. Residents are tolerant of tourists and tourists see Rotorua as a safe and unique experience.

The emergence of backpackers as a niche market in the 1990s led to major changes in tourism development in Rotorua. Adventure or adrenalin-tourism attractions developed to 'trap' these younger tourists in Rotorua for longer. Generally they spend less and need to be given reasons to stay longer in an area. Backpacker lodges and motorhome parks have developed to cater for this market. At the other end of the spectrum, luxury lodges, which attract high-end tourists, also developed at this time.

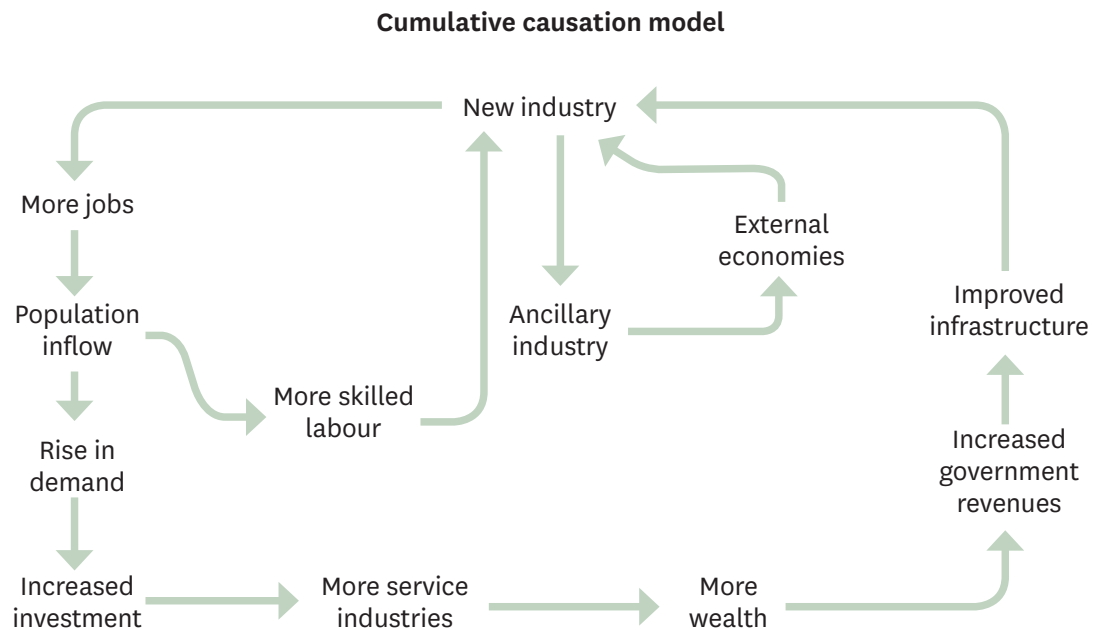
ECONOMIC FACTORS CONTRIBUTING TO CHANGE

Tourism is a cyclical industry which is affected by external factors:

- pandemics (or threats of one), terrorist attacks and economic recession affect tourist numbers to Rotorua
- the exchange rate also determines whether New Zealand is value for money and how much tourists have to spend in Rotorua
- Rotorua has strong links with other tourist centres in New Zealand who market joint tourist packages
- daily flights between Rotorua and Queenstown sees tourist operators market joint packages resulting in increased tourist activities
- twice-weekly direct flights between Sydney and Rotorua have increased tourist numbers from Australia.

CUMULATIVE CAUSATION

The cumulative causation model attempts to show how change in one part of an economic system has a multiplier effect across the entire system. The model is applicable to tourism development. The model works both ways: the development of an industry will cause growth while the removal of an activity will cause economic decline.



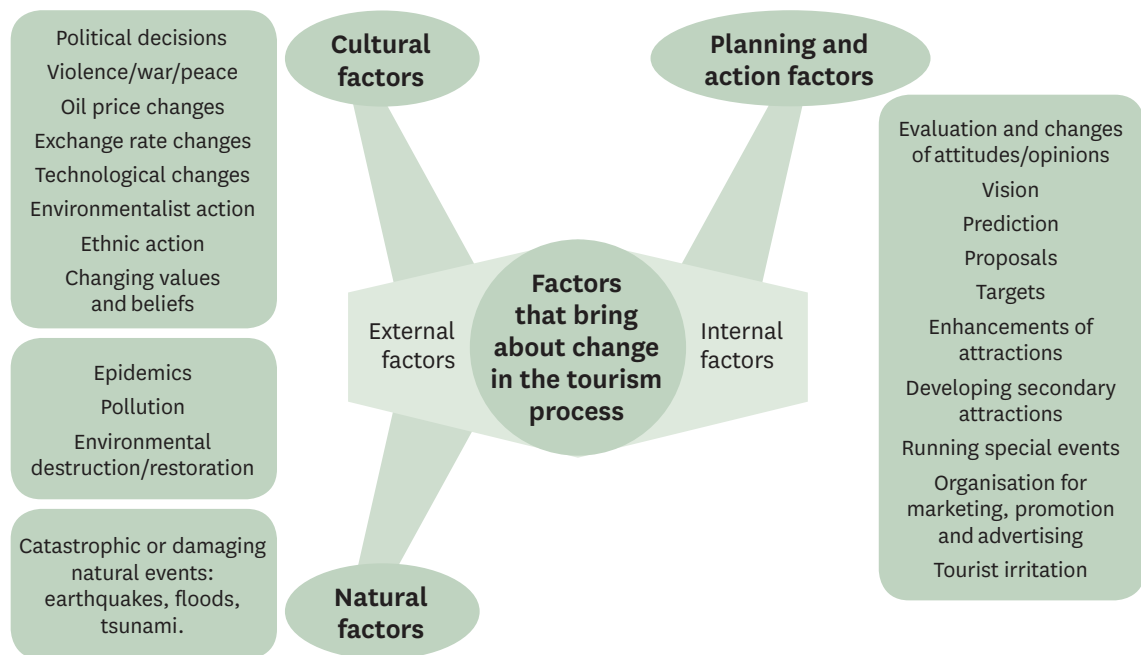
Source: www.answers.com/topic/cumulative-causation

6B

1. Look carefully at the cumulative causation model above. Imagine that a new tourist activity was developed for Rotorua. Draw a copy of the model to show its impact on the Rotorua tourist economy. Make sure that you identify specific changes, for example, more visitors = more accommodation.
2. What evidence is there that tourism development changed in Rotorua to meet the needs of adventure tourists?



Your teacher will assess this work.



3. Make a copy of the diagram: 'Factors that bring about changes in the tourism process'.
4. Make your own diagram to show the factors which have brought about change in the tourism development process in Rotorua.



Your teacher will assess this work.



KEY POINTS

The key geographic concept in this lesson is **change**.

- Cultural, economic and environmental factors contribute to change in a tourist market.
- Often these factors are external.
- Tourism development changes to mitigate issues caused by these changes.
- These changes cause changes in patterns.

7 EFFECTS ON PEOPLE AND PLACES

LEARNING INTENTIONS

In this lesson you will learn to:

- explain the effects of tourism development on people
- explain the effects of tourism development on places.

INTRODUCTION

Tourism development has had both positive and negative effects on people and places in Rotorua.

CULTURAL EFFECTS

Residents have benefited from many of the tourist attractions and facilities. High quality restaurants have developed and catered for both tourist and local customers. The large number of foreign tourists adds a cosmopolitan feel to the city. Māori culture has been strengthened with the Māori Arts and Crafts Institute (Te Puia), which is also a tourist attraction, and the three traditional Māori arts and craft schools (wānanga):

- National Weaving School (Te Rito)
- National Wood Carving School (Te Wānanga Whakairo Rākau)
- National Pounamu, Stone and Bone Carving School (Te Takapū o Rotowhio).



TE PUIA NEW ZEALAND MAORI ARTS AND CRAFTS INSTITUTE

The wānanga has enabled the retention and development of traditional skills in Māori arts and crafts.

The Māori concerts and traditional hāngī food at many hotels in Rotorua gives tourists a cultural experience however it does create tension between an authentic experience and devaluing traditional culture.

New interactive cultural experiences such as The World of Tane enable tourists to live on a marae and experience Māori culture in a deeper way.

The strengthening of Māori culture in Rotorua has assisted the development of greater cross-cultural tolerance and biculturalism. The sale of Māori arts and crafts has created employment opportunities for local people and created some economic stability for Māori.

Sometimes the use of cheap materials for Māori crafts has cheapened its cultural value, as has the use of inappropriate images such as Māori heads to promote tourism in Rotorua.

The Māori concept of kaitiakitanga or guardianship has increased concern for the environment.

ECONOMIC EFFECTS

Rotorua tourism is a good example of cumulative causation. New attractions or tourist source markets develop and this has a positive flow-on effect with the development of services and infrastructure. For example, adventure tourism has both been the result of an increase in demand and attracted an adventure-type of tourist to Rotorua. Tourism creates around 4000 full-time jobs in Rotorua and many more indirect jobs. It contributes to the local economy with up to a quarter of the population dependent on tourism for income. Because tourism is seasonal it means that many tourism jobs are seasonal also. Hospitality and tourism jobs are generally low paid.

ENVIRONMENTAL EFFECTS

Tourism has been the catalyst for many positive environmental changes in Rotorua. Sewage is now treated rather than simply pumped into Lake Rotorua. This has led to a wider use of the lake for tourist activities, particularly around the CBD waterfront. The city council spent millions of dollars revitalising the lake front and central business district to create a 'clean, green' tourist image. This has also been positive for local residents.



Rotorua's visitor information centre.

© DESTINATION ROTORUA MARKETING

The nature of the central business district has changed, with residential housing now rare. Many historic buildings have been restored, such as the old Bath House, built in 1908, which now houses the Rotorua Museum. The original post office houses Rotorua's travel and tourism centre.

The closing of private geothermal bores around Whakarewarewa in the 1990s affected some businesses, such as a local nursery which used geothermal heat in its glasshouses, and private homes heated by geothermal power but, the Whakarewarewa geothermal tourist attraction has revived and continues to attract tourists.

EFFECTS ON PEOPLE AND PLACES



7A

1. Copy the diagram. 'The wider effects of tourism'.
2. Make a list of positive and negative effects of tourist development in Rotorua. Use the headings:
 - Economic
 - Social
 - Environmental



Check your answers.



KEY POINTS

The key geographic concept in this lesson is **change**.

- Tourism has both positive and negative effects on the people and environment of Rotorua.
- Key elements in tourism development change are economic, political and social/cultural.



LEARNING INTENTIONS

In this lesson you will learn to:

- explain the concept of manaakitanga and apply it to Rotorua tourism.

WHAT IS MANAAKITANGA?

Manaakitanga is an all-encompassing phrase. Manaakitanga is a very powerful way of expressing how the Rotorua community has cared for one another, how Māori and European cultures work together and how the community cares for three million visitors a year. Manaakitanga is a feeling: it implies a responsibility upon a host and an invitation to a visitor to experience the very best Rotorua has to offer.

MANAAKITANGA AND ROTORUA TOURISM

In 1997 a joint Rotorua city and tourism board developed a new brand for Rotorua tourism: 'Feel the Spirit Manaakitanga'.

In developing Rotorua's new identity, a significant Māori dimension was considered fundamental. Manaakitanga is a feeling, an invitation, and a responsibility. It implies guardianship – of the land (whenua), treasures (taonga), visitors (manuhiri) and people (tangata). When manuhiri (visitors) tread their first footprint upon new land, manaakitanga begins. A responsibility is placed upon the tangata whenua (people of the land).

Manaakitanga seeks common ground upon which an affinity and sense of sharing and respect can grow. Together, Te Arawa Māori and European were among the first to host visitors to New Zealand. Over the years this has developed into an unmistakable and unique kinship between the two cultures, a spirit of respect and unity which is embodied in manaakitanga.



KEY POINTS

Manaakitanga is:

- a feeling of community care for one another
- how Māori and European cultures work together
- how three million visitors a year are cared for
- an invitation to a visitor to experience the very best the destination has to offer.

Manaakitanga implies the host has a responsibility to provide guardianship:

- of the land (whenua)
- of treasures (taonga)
- of visitors (manuhiri)
- of people (tangata)

Manaakitanga is a deep-rooted concept that seeks, in the Rotorua tourism context, to develop a common ground upon which an affinity and sense of sharing and respect can grow to developed the unique kinship between the two cultures, a spirit of respect and unity that is embodied in the concept.



List ways in which the concept of manaakitanga is evident in Rotorua tourism.



Your teacher will assess this work.

WHAT TO DO NOW

Remember to:

- Check and mark any self-marked exercises, including adding extra information from the Answer guide.
- Fill in the self-assessment page and the cover sheet at the back of the booklet.
- Make sure that the cover sheet is signed.
- Cut off the back cover and self-assessment page and attach it to your work.
- Include completed worksheets 1 and 2.
- Begin work on the next booklet Tourism development: Bali (GY3002).

Send your work to your geography teacher.

REVISION FOR THE ACHIEVEMENT STANDARD ASSESSMENT

When your teacher has marked your work for both booklets (GY3001 and GY3002) and added comments to assist you, he/she will return them and include GY3002A, the practice test for AS91427.

Note that the tasks for this achievement standard will be based on the learning outcomes listed on the inside cover of the booklet.

They are:

- analysing the operation of tourism development
- identifying spatial and temporal variations found in tourism development
- identifying and analysing factors that have brought about change in tourism development
- identifying the effects of tourism development on people and places.

DEGREE OF DETAIL

Go back to the beginning of the booklet and carefully read the criteria required to achieve at each level. The degree of detail required to achieve at each level varies. Please make sure that you are clear about these variations.

CASE STUDIES

Case studies are examples of places and/or people you have used to illustrate statements that you have made. They give detail and specific evidence to the statement/s you have made.

You should know the location and names of tourist attractions in the Rotorua District. You should be able to accurately locate them on a sketch map of Rotorua.

In order to achieve a Merit or Excellence grade in this achievement standard **you will need a second case study**. GY3002 is about the tourist island of Bali.

10 ANSWER GUIDE

1A

1. WHAT IS TOURISM DEVELOPMENT?

1. Tourism development is the process of **change** and **development** in the tourism industry. The choices tourists make over time cause changes in tourism and tourism development describes these changes.
2. Free and independent tourist (FIT), package tourist group, semi-independent (SIT) visiting friends and relatives (VFR)
3. Tourism is important as it is a major income earner for New Zealand. It also exposes New Zealanders to other cultures and enhances our international image.
4. The main tourist destinations for New Zealand may include Auckland, Bay of Islands, Rotorua, Queenstown and Tongariro National Park.

1B

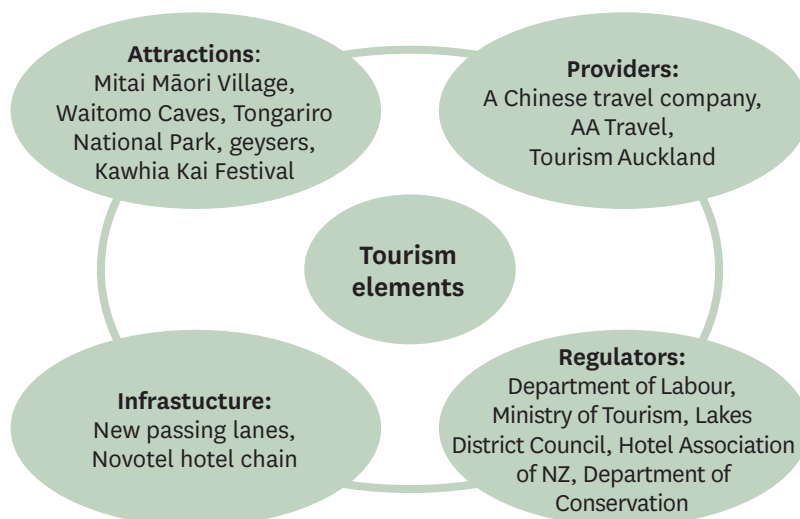
1.

CLASSIFICATION OF TOURIST ACTIVITIES				
Psychocentric	Near psychocentric	Midcentric	Near allocentric	Allocentric
a. bungee jumping g. white water rafting a. camel trek in Sahara Desert	i. trekking in the Himalayas m. roller coaster b. kayaking c. zip-lining	b. kayaking		g. tour bus i. tourist with camera d. La Macenta beach
j. museum visit				

2. The more adventurous and risky activities were placed at the psychocentric end and the less adventurous or safer activities were placed at the allocentric end of the continuum.

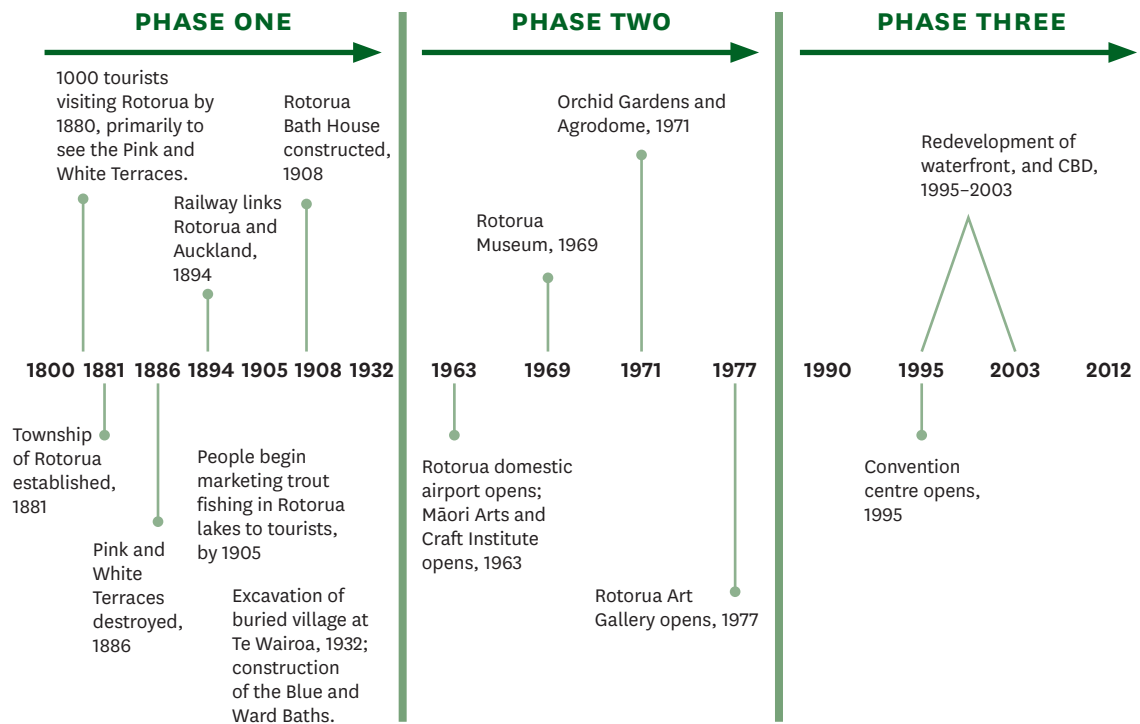
2A

2. ELEMENTS AND INTERACTIONS IN TOURISM DEVELOPMENT



3. GEOGRAPHIC FEATURES AND THEIR PATTERNS: PART 1

3A



3D

1. Adventure tourists – Agrojet, bungy, Zorb, Swoop, Freefall Xtreme
Families – Schweeb, Swoop, Freefall Xtreme
Wealthy tourists – Helipro

Justification

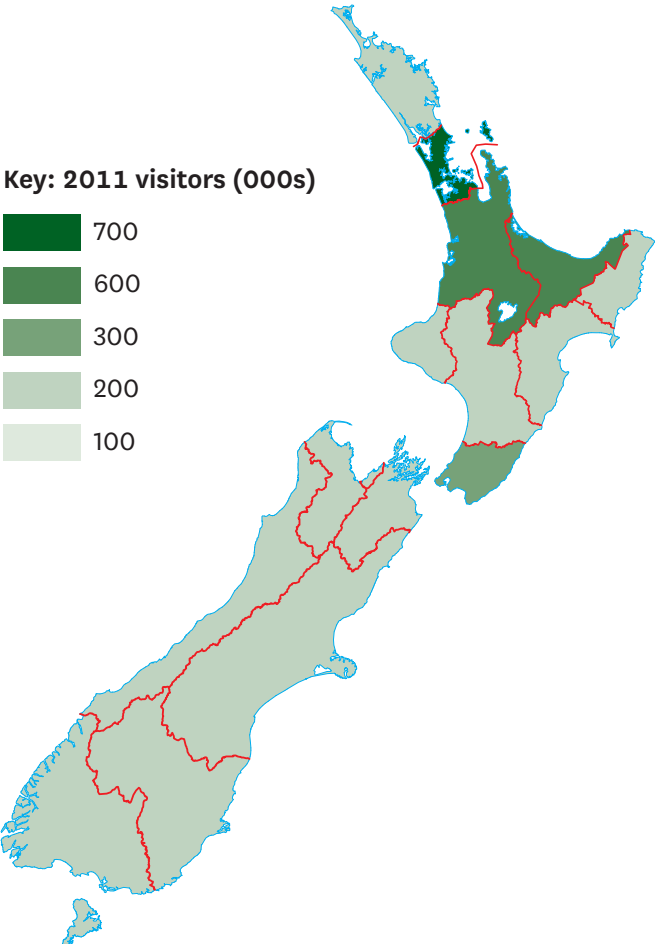
High adrenaline, unique experience, relatively low cost, no age restriction.

2. **Agglomeration** has advantages for both businesses and tourists. Business can share resources such as one ticket office, and reduce the cost of development such as car parks. A cluster of tourist activities attracts more tourists who want a range of similar activities and do not want to waste time travelling.

4A

4. GEOGRAPHIC FEATURES AND THEIR PATTERNS: PART 2

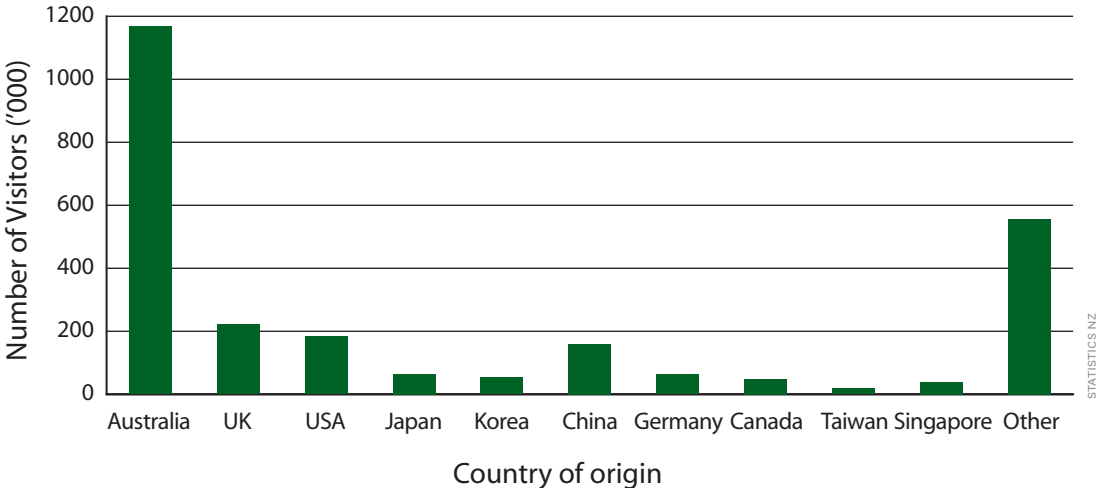
Domestic tourists to Rotorua by region

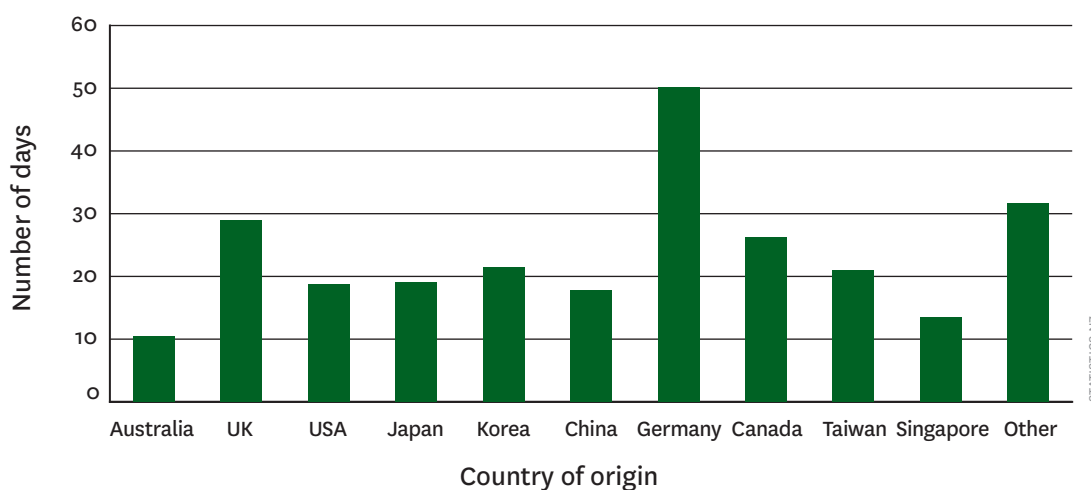


4B

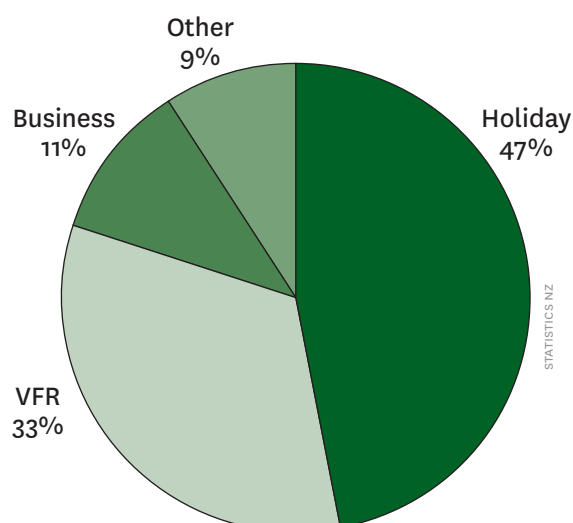
1. a.

Visitors by country of origin March 2011 to March 2012



b. **Length of stay by country of origin March 2011 to March 2012**

2. Australian tourists make up the largest market due to the relative closeness of New Zealand and the easy accessibility as a result of frequent flights between the two countries. A lot of Australian tourists come on organised package tours which enables them to see a lot of New Zealand in a relatively short time. German tourists, while few in number stay for the longest length of time. This reflects the fact that a large percentage of German tourists are on working holidays.

3. **Visitor purpose of visit March 2011 to March 2012**

4. Nearly half of all tourists to New Zealand arrive for a holiday. A third of tourists visit friends and relatives.

4C

1. Most tourists arrive in November to February, when the weather is generally warmer. Water-based activities are also more desirable at this time.
2. Your teacher will assess this answer.
3. Seasonality, while an issue in all parts of the Bay of Plenty region, is less of a problem in Rotorua as there are a wider number of attractions which can be visited year round. Some places, like Opotiki, only attract tourists in the summer for beach-based tourism.
4. The mini-peaks in April, July and October reflect the school holidays in New Zealand and Australia and may also show smaller numbers of tourists from the northern hemisphere travelling in their summer vacations.
5. Rotorua has developed a large number of events to attract tourists in the off season. Some are listed in the Rotorua attractions chart in lesson 2. Most of these activities occur between March and October which is the tourist off-season. While some events attract overseas visitors (e.g. Rotorua marathon) they are largely targeted at the local market.

7. EFFECTS OF ON PEOPLE AND PLACES

7A

THE WIDER EFFECTS OF TOURISM ON ROTORUA		
	Positive	Negative
Economic	<ul style="list-style-type: none"> • greater employment • rates base spread with more tourist and large businesses 	<ul style="list-style-type: none"> • seasonal employment • lower paid jobs in hospitality industry
Social	<ul style="list-style-type: none"> • larger number and wider range of restaurants • more activities for locals • experience of other cultures encourages Rotorua people to travel • exposed to other values 	<ul style="list-style-type: none"> • resentment to tourists
Environmental	<ul style="list-style-type: none"> • geothermal features protected • sewage no longer discharged into Lake Rotorua • protection of heritage buildings such as the Bath House and the post office 	<ul style="list-style-type: none"> • more rubbish and water use • greater number of vehicles, especially buses, contribute to pollution

ACKNOWLEDGEMENTS

Every effort has been made to acknowledge and contact copyright holders. Te Aho o Te Kura Pounamu apologies for any omissions and welcomes more accurate information.

PHOTOS

Cover photo: Skyline Gondola, Rotorua, © Skyline Rotorua. Used by permission.

Photo: Fenton St accommodation zone, © Allan Robinson, Te Aho o Te Kura Pounamu, Wellington, NZ. Used by permission.

Photo: Tūtānekai St, © Allan Robinson, Te Aho o Te Kura Pounamu. Used by permission.

Photo: Weaving, © Te Puia New Zealand Maori Arts and Crafts Institute. Used by permission.

Photo: Rotorua Visitor Information Centre, © Destination Rotorua Marketing, 2012. Used by permission.

Logo: Rotorua Feel the Spirit Manaakitanga, © Rotorua District Council 2012, New Zealand. Used by permission.

Photos: Agrojet; Freefall Xtreme; Bungy jump; Swoop; Shweeb; Skyline luge; Skydiving; Amphibious fun on Rotorua lakes with Duck tours; Pōhutu Geyser; Traditional kapa haka group; from www.rotoruanz.com, © Destination Rotorua Marketing, New Zealand. Used by permission.

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Photo: Activities at the Agrodome, © Agrodome. Used by permission.

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Photo: Man enjoys camel train, 17730823

Photo: Kayaking in the Abel Tasman, 15341661

Photo: Man on canopy tour, 15904428

Photo: Bondi Beach, 817169

Photo: Bungy jumper, 10013408

Photo: Whitewater rafting, 3113531

Photo: Tour bus, 17028819

Photo: Trekking in the Himalayas, 11399387

Photo: Museum visit, 21431619

Illustration: Family silhouette, 19730220

Photo: Tourist with camera, 19037692

Photo: Roller coaster, 19815868

Photo: Tour bus, 15943655

Photo: Taking notes, 1716007.

Photo: Businesswoman, 9132239.

Photo: Mt Cook route reflected, 13520971.

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Photo: Rotorua Bathhouse, 60859477.

Photo: Zorb-giant ball, 3647694.

DATA

Data: Domestic Visitors to Rotorua, 2011, Rotorua NZ, www.rotoruanz.com/rotorua/info/stats/rotorua_tourism.php, accessed November 2012.

Data: International Visitors to Rotorua, March 2012, International Visitor Arrivals (IVA), Statistics New Zealand, International Visitor Survey (IVS).

Data: Monthly guest nights, 2009, Commercial Accommodation Monitor, Ministry of Tourism.

Diagram: Cumulative causation model, www.answers.com/topic/cumulative-causation (adapted).

Diagram: Flows of tourism expenditure through the NZ economy, retrieved from www.stats.govt.nz/browse_for_stats/industry_sectors/Tourism/tourism-satellite-account-2010/summary-results.aspx, Statistics NZ. Used by permission.

GY3001A

Maps: Rotorua City, Rotorua Lakes and Rotorua CBD, from www.rotoruanz.com/downloads/pdfs/RotoruaVisitorMap.pdf, ©

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SELF-ASSESSMENT

GY3001

Fill in the rubric by ticking the boxes you think apply for your work. This is an opportunity for you to reflect on your achievement in this topic and think about what you need to do next. It will also help your teacher. Write a comment if you want to give your teacher more feedback about your work or to ask any questions.

Fill in your name and ID number.

Student name: _____ **Student ID:** _____

	Not yet attempted	Didn't understand	Understood some	Understood most	Very confident in my understanding
Analyse the operation of tourism development.					
Identify spatial and temporal variations found in tourism development.					
Identify and analyse factors that brought about change in tourism development.					
Identify the effects of tourism development on people and places.					

Please place your comments in the relevant boxes below.

	Student comment
Analyse the operation of tourism development.	
Identify spatial and temporal variations found in tourist development.	
Identify and analyse factors that brought about change in tourism development.	
Identify the effects of tourism development on people and places.	
Any further student comments.	



Contact your teacher if you want to talk about any of this work.
Freephone 0800 65 99 88

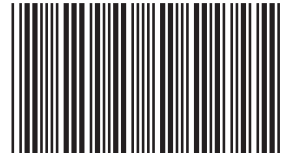
TEACHER USE ONLY

Please find attached letter

☐

Teacher comment

COVER SHEET – GY3001



STUDENTS – PLACE STUDENT ADDRESS LABEL BELOW OR WRITE IN YOUR DETAILS.	
Full Name	_____
ID No.	_____
Address	_____
(If changed)	

AUTHENTICATION STATEMENT

I certify that the assessment work is the original work of the student named above.

Signed _____ Signed _____

(Student) (Supervisor)

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ASSESSMENT	