

PLAN

Aim: To identify and assess the key benefits of tourism development for the residents of Rotorua (1).

Methods of collecting: Primary data

Questionnaires: the aim will be to collect data from a sample of 60 residents.

A tally will be kept to ensure that a spread of age and gender are achieved.

Photographs of developments and attractions... (2)

Traffic count (3): this will occur on three sites within and around the CDB. It will be necessary to identify the type of vehicle e.g. tour bus, car, etc. The traffic survey will occur twice at each site

Secondary data

Speaker from 'Destination Rotorua - Tourism and marketing research.

Statistics NZ and Tourism Rotorua for statistical data

Google maps

Council reports on developments – like attractions, and infrastructure...

Presentation of data:

A map of Rotorua CDB

Graphs of the traffic counts and questionnaire responses.

Annotated Photos (4)

ANALYSIS OF FINDINGS

Economic Benefits: Tourism provides 20% or 1 in 5 jobs in Rotorua (5)... In my survey on people's perception of the importance of tourism, a staggering 80% of locals believed that tourism was 'the' major income earner for Rotorua (6); this reinforces my belief in the benefit of tourism to Rotorua and its residents...

Economic development in Rotorua almost directly translates to improvement in the cultural environment. The **photographs and survey** (6) of shops along Tutanekai Street showed an area of mainly tourist stores selling souvenirs and NZ Made products. There was also an area of restaurants, cafes and bars called 'Eat Street' along Arawa Street where 93% of the stores are solely dedicated to food. This area is aimed firstly at the tourist but can be enjoyed by both tourists and locals alike.

I collected data of locals' favourite attractions in Rotorua. Along with economic benefits for residents, there is also a **vast amount of entertainment and attractions available to them that are as a result of tourism development** (7). Skyline rides were the top rated attraction closely followed by geothermal attractions, the Agrodome and Rainbow Springs.....

EVALUATION

The planning...

A strength of this research was the questionnaire and interviews with people working at the attractions, which provided a range of resident's views on the benefits of tourism. Some of the questions were irrelevant and wasted time when trying to process the data. Another down side of the questionnaire was that the sample was too small to provide me with valid evidence...

The secondary sources were a major strength of the research as they provided me with accurate statistics that could be easily presented and filled in gaps in the primary data...(8)

The speaker from the 'Destination Rotorua' provided both statistical evidence and clarified trends evident in the tourism industry in Rotorua.

The strength of the presentation...