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91427



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SUPERVISOR'S USE ONLY

Level 3 Geography, 2018

91427 Demonstrate understanding of how a cultural process shapes geographic environment(s)

9.30 a.m. Friday 23 November 2018
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how a cultural process shapes geographic environment(s).	Demonstrate in-depth understanding of how a cultural process shapes geographic environment(s).	Demonstrate comprehensive understanding of how a cultural process shapes geographic environment(s).

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt the question in this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–10 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Merit

TOTAL

5

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INSTRUCTIONS

Answer the question below. Your answer must relate to one or more named **geographic environments** that you have studied, and the **cultural process** that shapes it/them.

Use page 3 to identify a **cultural process** you have studied and the **geographic environment(s)** that this cultural process shapes, and to plan your response.

Integrate comprehensive supporting case study evidence into your written response to part (b). This may include diagram(s) and/or map(s), and you should also refer, where relevant, to your response to part (a).

QUESTION

- (a) Draw a diagram(s) and/or map(s) to explain how a named cultural process operates in your chosen geographic environment(s) (see page 4).
- (b) Comprehensively analyse how the operation of this cultural process creates temporal variations in your chosen geographic environment(s) (see page 5).



Cultural process: Tourism Development

Geographic environment(s) shaped by this cultural process:

Rotorua, New Zealand

PLANNING (OPTIONAL)

Pioneer Phase 1 - 1808 - 1886 Govt. Gardens/Bathhouse

Pioneer Phase 2 - 1887 - 1940's = 1907

Mass Tourism Phase 1 - 1950's - 1970's

Mass Tourism Phase 2 - 1980's - 1990's

Current Phase - 2000 - today

1886 → Mt Tarawera eruption

1985 → Skyline Skyrides

Primary Attractions → geysers, lakes, mountains,
geothermal activity

Secondary Attractions → adventure tourism,
skyline skyrides, zorb, agrodome

Ecotourism

- (a) Draw a diagram(s) and/or map(s) to explain how a cultural process operates in your chosen geographic environment(s).

Cultural process: Tourism Development in Rotorua

PIONEER PHASE ONE

- 1806 → 1886
- introduction of tourism in Rotorua area
- Pink & White Terraces are main primary attraction
- attracts rich middle/upper class via England/UK
- Mount Tarawera erupts in 1886, destroying Pink & White Terraces

PIONEER PHASE TWO

- 1887 → 1940's

- this period saw a decrease in tourists due to the destruction of the P&W terraces
- also saw a decrease in tourists due to war recruitment WWI & WWII
- Government Gardens Bathhouse opened 1907

MASS TOURISM PHASE ONE

- 1950's → 1970's

- tourism increases rapidly due to popularity of geothermal areas such as ~~the~~ Whakarewarewa area and geyser reserves
- Fenton Street introduced cheap and accessible accommodation
- lakeside hotels begin to establish
- numbers increase from 7200,000 to <1,200,000 people annually

MASS TOURISM PHASE TWO

- 1980's → 1990's

- also known as specialised marketing phase
- commercial use of geysers created businesses (eg Te Puia)
- adventure tourism begins to be popular and high demand
- Skyline Skyrides opens in 1985
- backpackers establish in CBD
- international airport opens 1995

CURRENT PHASE

- 2000's → today

- world renowned for geyser activity and adventure tourism → crankwork, mud run, marathons etc
- cultural heritage is appreciated and used as an anchor for Te Puia village and other sacred Pa's.
- international flights from airport closed in 2009
- revenue for Rotorua is \$806 million per year
- ecotourism awareness is increased and proactive
- main international spenders are Australia, China & USA

- (b) Comprehensively analyse how the operation of the cultural process creates temporal variations in your chosen geographic environment(s).

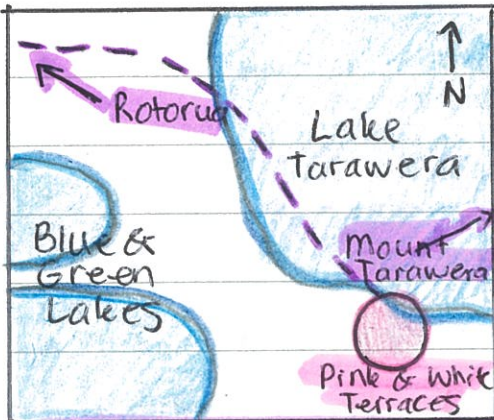
ASSESSOR'S
USE ONLY

Begin your written answer here, integrating comprehensive supporting case study evidence about the cultural process and the geographic environment(s) that it shapes.

Refer to any diagram(s) and/or map(s) included within your written answer, as well as those in part (a) if they are relevant.

Rotorua has developed into ^{one} New Zealand's most popular tourist destinations over the years. Located in the North Island's Bay of Plenty, it has become world renowned for its geothermal activity (eg: geysers) and adventure tourism (eg: zorb, luge) aspects. The temporal variations in this environment can be split into five distinct periods - Pioneer Phase One, Pioneer Phase Two, Mass Tourism Phase One, Mass Tourism Phase Two and Current Phase - all highlighting the natural and man-made development which ^{has} shaped and resulted the tourist destination.

— **PIONEER PHASE ONE** stretched from 1806 to 1886. In the beginning, Rotorua was inhabited by local Māori tribes/iwi who took care of the land. When the likes of the Pink and White Terraces caught the eye of overseas travellers, it was the rich white upperclassmen of Europe and the United Kingdom who took the voyage to Auckland port then travelled via



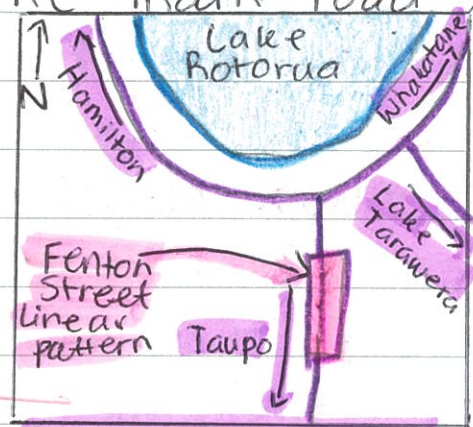
location & route to Pink & White Terraces

horse and carriage to get to Rotorua. From there they would travel to Lake Tarawera and have to boat across the lake to reach the Pink and White terraces. Due to the Pink

and White Terraces being a primary attraction, the location of it was not predetermined and occurred naturally, making the accessability a hassle but well worth it for keen travellers. This phase saw the end in 1886, for Mount Tarawera (North East of Pink & White Terraces) erupted in June that year, destroying the natural feature completely. This significant event lead to the next phase //

PIONEER PHASE TWO lasted from 1887 to the 1940's. Suffering from the destruction of the primary attraction, the numbers of tourists dropped drastically. This wasn't just due to the destruction of the Pink and White Terraces though, but World War I (1914-1919) and World War II (1939-1945) had people enlisting to fight, so travelling wasn't top priority for many years. While many travellers were pre-occupied, the construction of the Government Gardens and Bathhouse

finished and opened in 1907, giving locals a treat. This became another tourist destination and attracted a crowd who enjoyed treatment packages and spa relaxation - foreshadowing an aspect of interest that Rotorua's future tourist market can appreciate. Towards the end of this phase, accommodation was in high demand and Fenton Street was created. It served as the main road through the centre of Rotorua, creating a linear pattern of affordable and accessible motels that the area needed. //

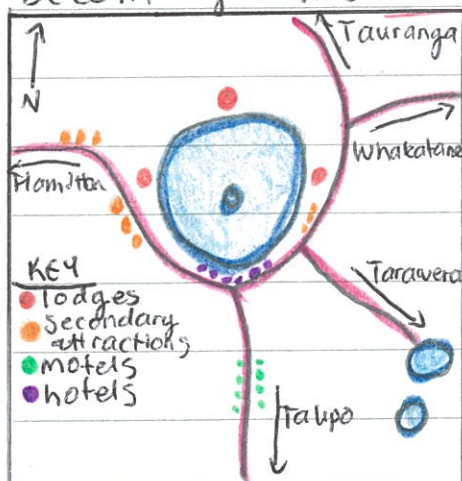


Fenton Street location in relevance to Rotorua

MASS TOURISM PHASE ONE ~~was~~ ^{went} from the 1950's to 1970's, a decrease in time period but with events just as significant. As the title states, the numbers of tourists increased exponentially from >200,000 a year to <1,500,000 a year. The rapid increase was due to the rekindling of geothermal aspects in the area. Whakarewarewa's geothermal area had increased popularity and geysers served as the main aspect of tourism for this period. However, an environmental impact of people accessing their own backyard geothermal bores saw

a decrease in geyser activity and even extinction. The Rotorua District Council put restrictions and regulation on that in the 1970's, resulting in the restoration of those geysers. As for accommodation, lakeside hotels began to establish for people of a higher socio-economic background demanded a bed with a better view and aesthetic, resulting in the concentrated pattern of hotels along the lakefront.

MASS TOURISM PHASE TWO or the specialised marketing phase lasted from the 1980's to the 1990's. This phase saw another drastic increase in tourist numbers, exceeding the 1.5million to about 2.25million, due to the commercial use of geysers and geothermal basins to create business opportunities (eg: Te Puia's geyser tours). This phase also saw the introduction of secondary attractions becoming more in demand. Skyline Skyrides,



spatial patterns in Rotorua

for example, established in 1985. Located on the right when coming from Hamilton, the location is perfect for travellers because of its easy accessibility and convenience for Rainbow

Extra space if required.

Write the question number(s) if applicable.

ASSESSOR'S
USE ONLYQUESTION
NUMBER

Springs and Te Wairoa Villiage are located next door; a cluster of attractions. For infrastructure and accessibility, the international flights from the airport started in 1995 to cater for international tourists landing straight in the area rather than travelling from Auckland. Accommodation became easier again for travellers when backpackers and hostels opened. Located in the Central Business District (CBD) it meant that tourists can stay in cheap rooms, close to facilities such as retail and food shops. //

— CURRENT PHASE has occurred from 2000* to today. Rotorua is still world renowned for geothermal activity and has increased recognition for adventure tourism. The introduction of mountain biking, bush walks, bungee jumping and outdoor activities are successful because they take advantage of Rotorua's contrast variant landscapes and adapt a thrill-seeking activity to suit. Activities such as the Zorb and Ogo are located on SH5 from Hamilton and use the inclined landscape to function, which is

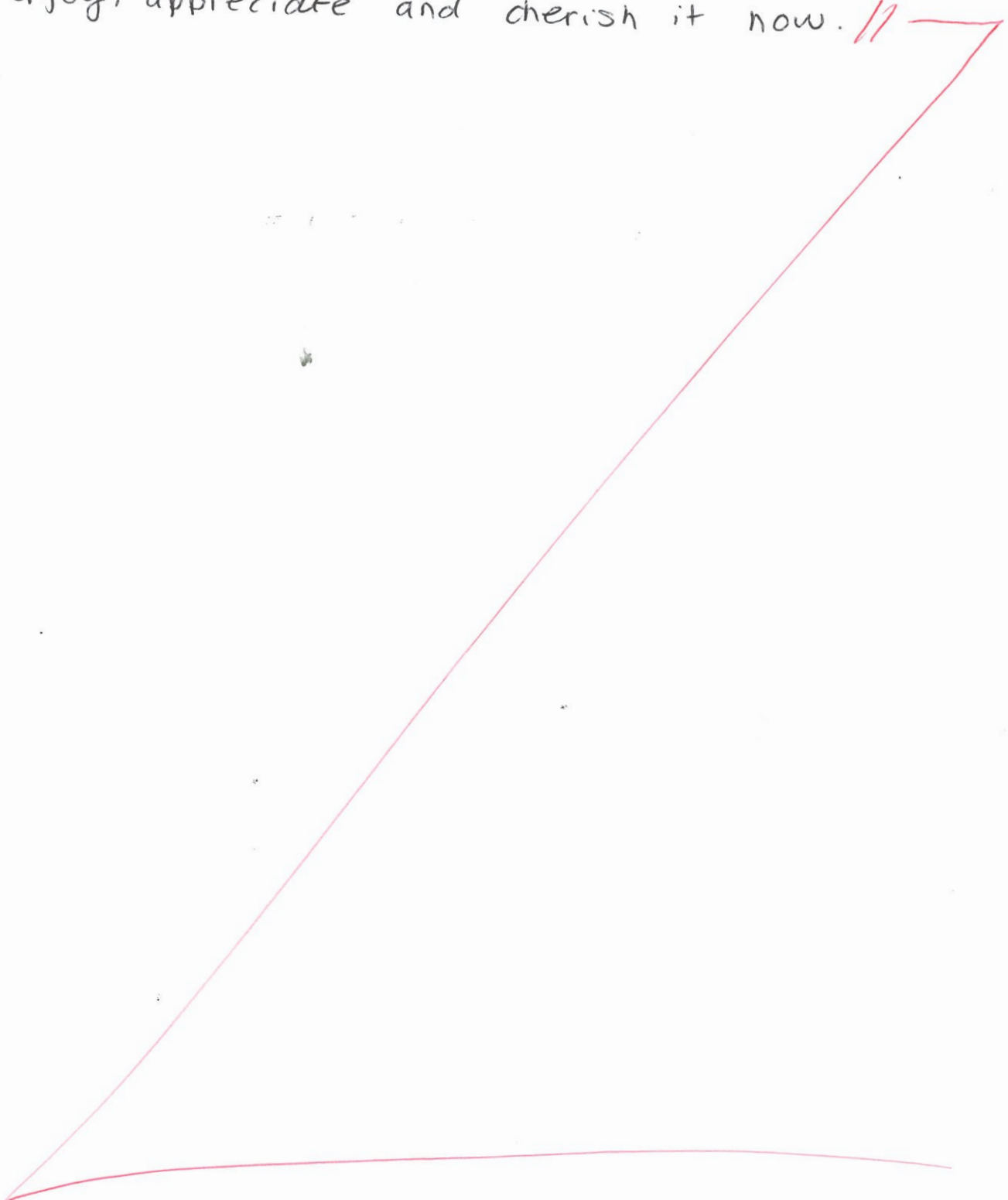
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a win-win situation because the land was deemed cheap to begin with and then a multi-million dollar franchise was built off of it. Functions/events like Crankwork also takes advantage of the relief, building tracks upon the hills for a yearly mountain biking expo. Nowadays, cultural aspects are being rejoyced for tourists can experience Maori history and culture at Te Puia. Ecotourism is becoming more popular and both locals and tourists are more environmentally aware; sustainability is valued by companies who run the Redwoods Tours for the preservation of the environment now is key to a safe and sustainable future. Economically, Rotorua has a revenue of \$806 million - \$446mil via domestic travellers, \$360mil via international - which is being funded to upgrade local facilities and launch new infrastructure (eg; 2010's Eat Street). International flights have stopped from the airport due to less demand from tourists; this was in 2009.

To conclude, there has been a lot of changes and temporal variations that Rotorua has endured. While Pioneer Phase I way back in 1806 set the standards high, the area has faced various challenges and overcome them all. To ensure a sustainable future for Rotorua, ecotourism is the key. As time progresses, people will be more environmentally aware of the effects their actions have on these facilities, and in order to keep Rotorua a tourism destination, we need to enjoy, appreciate and cherish it now. //



Merit Exemplar 2018

Subject	Geography	Standard	91427	Total score	5
Q	Grade score	Annotation			
	M5	<p>Cultural process: Tourism Development Geographic environment: Rotorua</p> <ul style="list-style-type: none"> The diagram on page 4 provides evidence of knowledge of the geographic environment and provides partial explanation of how their cultural process of Tourism Development has operated over time. However, this diagram focuses, in part, on describing the change in elements over time rather than explaining the operation of Tourism Development as required by part (a). Within their written response, the candidate is able to describe and explain temporal variations created in the environment, in some detail and reasoning is given that links the operation of the process as the cause of most variations discussed. In parts, the focus was on temporal variations within the process which did not progress onto how this created change in the environment. The candidate partially analyses the operation of the process of Tourism Development in their answer, using some inferred interaction between elements over time to show understanding of this. Diagrams used throughout their written response provided additional evidence of understanding of changes created in the environment due to the operation of Tourism Development over time. Case study evidence was used within their answer that provided additional evidence as to the quality of the response. <p>The candidate showed a sound, but not insightful understanding of how a cultural process operates to create variations over time in an environment to gain Merit. They provided a logical structure to guide their response and solid analysis, in parts, of how the operation of the process occurred to create outcomes in their environment. The candidate was limited to a Merit, as their links to temporal variations were largely about the phases that occurred over time which did not provide in depth reasoning or links to changes in the environment. They also failed to demonstrate sufficient insight within their response meaning they lacked technical detail and did not provide clear links between elements to draw conclusions.</p>			