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3

91427



914270



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Level 3 Geography, 2017

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

2.00 p.m. Wednesday 22 November 2017
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.

Excellence

TOTAL

07

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INSTRUCTIONS

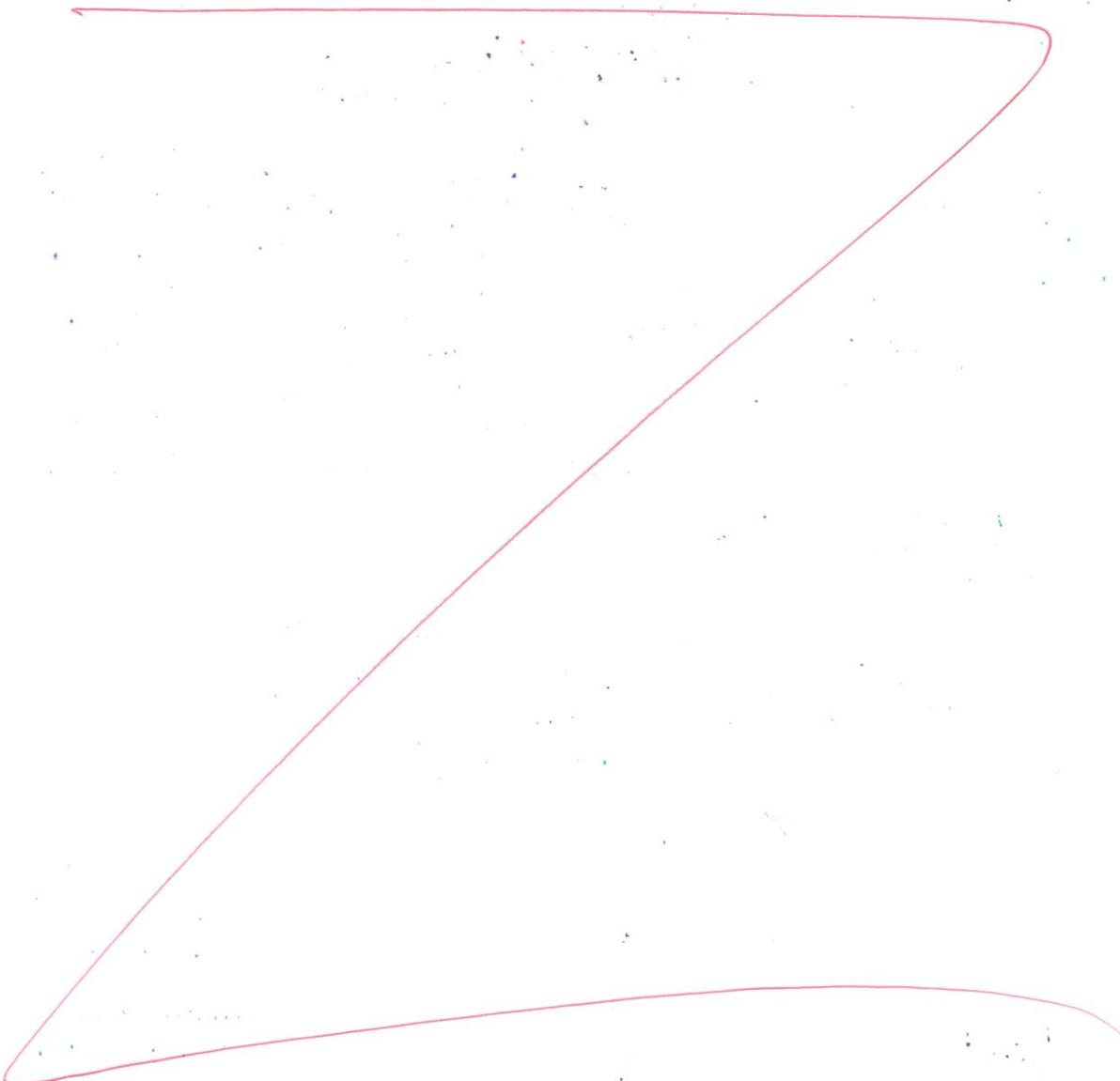
Use page 3 to identify a **cultural process** that you have studied, and the **geographic environment(s)** that this cultural process shapes; and to plan your response to the question below.

Draw relevant, detailed map(s) and/or diagram(s) on page 4 to answer part (a).

Begin your written answer to part (b) on page 5, integrating comprehensive, supporting case study evidence about your cultural process and the geographic environment(s) that it shapes. You may include relevant map(s) and/or diagram(s) to support your answer as appropriate, and/or refer to the map(s) and/or diagram(s) that you have drawn and explained on page 4.

QUESTION

- (a) Draw map(s) and/or diagram(s) that explain **how a cultural process impacts on your geographic environment(s)**.
- (b) **Comprehensively analyse how the operation of this cultural process impacts on people in your geographic environment(s)**.

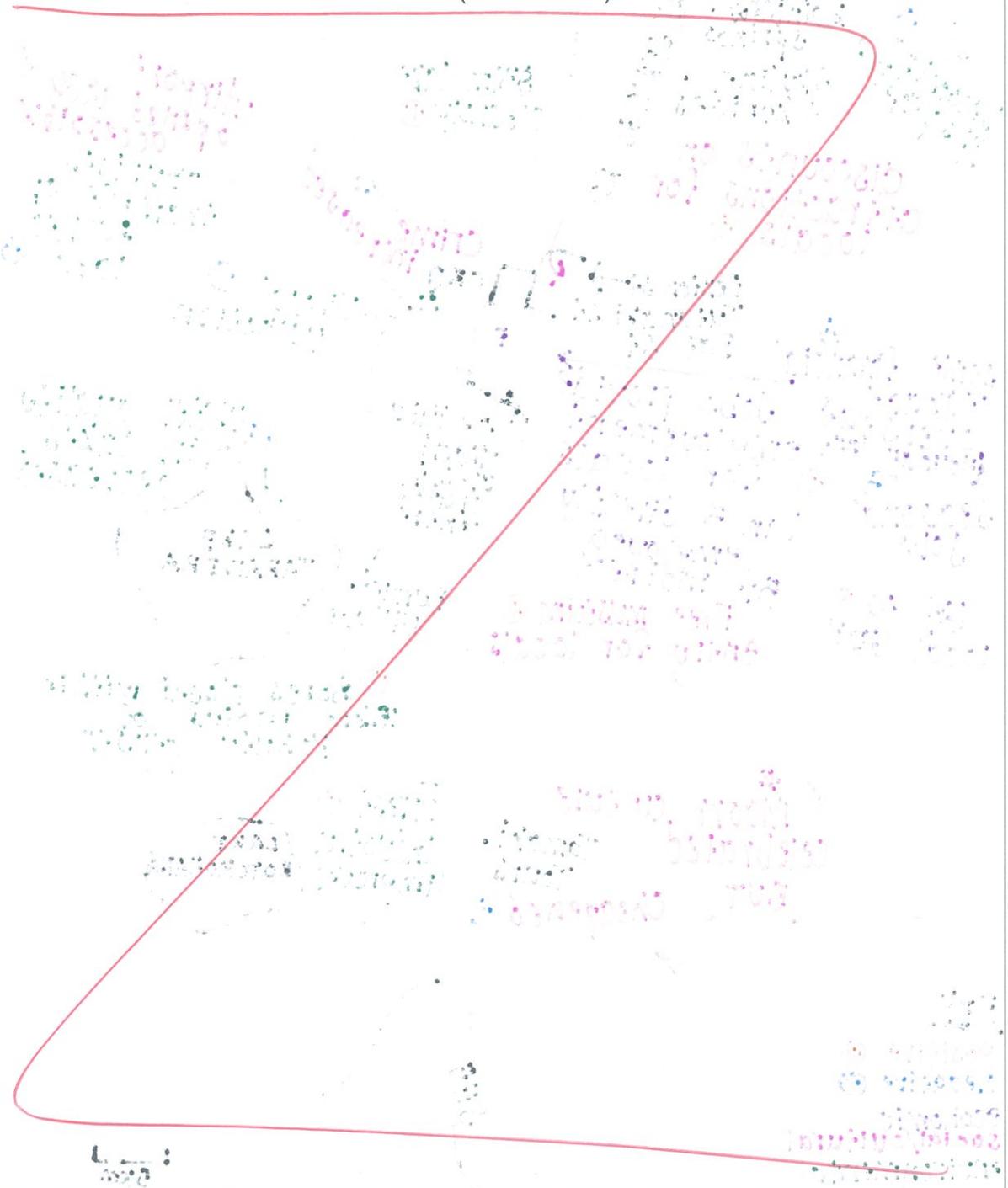


Cultural process: Tourism development

Geographic environment(s) that are shaped by this cultural process:

Rotorua

PLANNING (OPTIONAL)



(a) Draw map(s) and/or diagram(s) that explain how a cultural process impacts on your geographic environment(s).

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Cultural process: Tourism Development //



- (b) Comprehensively analyse how the operation of this cultural process impacts on people in your geographic environment(s).

In your written answer:

- integrate comprehensive, supporting case study evidence about your cultural process and the geographic environment(s) that it shapes
- refer to the map(s) and/or diagram(s) you have drawn on page 4, and/or integrate other relevant, detailed map(s) and/or diagram(s) as appropriate.

The operation of tourism development in Rotorua has been ongoing for 150+ years. During this period, there have been many changes made to the region to cater for the 3.7million tourists who visit Rotorua annually. ~~These~~ Tourism Development brings change to locals ~~known~~ economically, social/cultural and even environmentally, causing both positive and negative change. //

~~These~~ Tourism development brings positive economic change to locals in Rotorua. The tourism industry and its regulators including the Government and Local council, must keep up with the growing demands of tourists by providing attractions, facilities and accommodation, which also causes agglomeration. This demand creates opportunities for locals to open businesses and offers jobs. 1 in 5 people are employed by the tourism industry directly in Rotorua with another 5% indirect.

With companies such as Skyline Skyrides continuously expanding their attractions (causing a clustered pattern), more job opportunities arise for locals. With 74 motels, 24 hotels, 16 backpackers, accommodation such as the Holiday Inn, provide 842 jobs for locals in Rotorua. Tourism Industry in Rotorua is the 3rd largest industry, providing 18% to the regions GDP and a \$500 million flow effect. However there are some negative economic impacts on locals also. Rotorua is known for seasonal tourism therefore its peak times are between December to May and drops in June to October. Therefore many job opportunities are seasonal. However the local council (key regulator) realised this and opened the convention Centre in 2007 to promote business tourism during all seasons in hopes of keeping cash flow and allowing more job opportunities. There has also been a push for education tourism during the off season with 250,000 education groups visiting Rotorua in 2014. Another economic issue is financial leakage overseas from chains such as the Holiday Inn. (see map) This international hotel company has set up a branch in Rotorua yet all of its profit goes back overseas. However a positive

is the 800+ jobs it provides for people and they still pay tax therefore the government and local council still see a small margin of contribution. //

The process of tourism development also impacts on people socially + culturally. The biggest positive would be the celebration of maori culture within the tourism industry in Rotorua. With regulator Te Arawa (local tribe) working alongside other regulators such as the local council, attractions such as Tamaki Tours (1971), Mitai Maori village, Te Puia and the Maori Arts and Crafts Centre were opened. This allows tourists and locals to celebrate and learn about māori culture (see map.). However although this is a positive and plays a big role in Rotorua's tourism industry, there are a few negatives alongside it. Many see the maori culture to have been cheapened and instead of doing it for tradition, they are only doing it for money. Many traditions have been manipulated in order to meet demands of tourists. Examples of this include doing Hangis at night to suit tourists instead of during the day as tradition (Tamaki Tours), not having to take your shoes off at the Marae built

at Te Puia (see map) and souvenir stores selling Tihi necklaces made from plastic when traditionally made from greenstone. Yet despite some people viewing Maori culture being cheapened, it still allows people to celebrate the culture and attractions such as Mitai Village provide jobs for local Māori. Another positive is the 100+ attractions that locals get to enjoy as well as tourists at a discounted price or even free such as the museum (see map). Fairy Springs Rd (see map) provides a linear pattern of endless attractions such as the Agrodome, Rainbow Springs (1971), Skyline Skyrides, Ogo and much more. Despite these attractions being placed here for the 3.7 million annual tourists (40% international, 60% domestic), locals enjoy them too and even get additional benefits such as a free ride on the Big Splash Ride which opened in 2012 at Rainbow Springs. Another positive impact is SH5 and the airport (1964) allowing Rotorua to be more accessible. A positive for locals and tourists was the runway expansion allowing flights to and from Sydney, but were suspended in 2012. One negative impact would be the increase

Extra space if required.

Write the question number(s) if applicable.

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QUESTION
NUMBER

in crime within Rotorua and some locals claiming the region is becoming overcrowded. Yet despite these negatives, both tourists & locals benefit greatly from the 100+ attractions and facilities at locations such as Eat St and Tutanaki St (see map), an addition to the \$27 million CBD upgrade, creating a "cosmopolitan atmosphere."

The impact that tourism development has on the environment also affects people, both positively and negatively. With water quality decreasing in lake Rotorua and Lake Tarawera, regulators DOC & the local council invested \$3 million into a lake clean up to decrease pollution and increase the water quality so that locals & tourists could continue enjoying water based activities such as trout fishing and swimming. The forest industry has also been improved ~~to~~ by the decision to spray sewage onto the regions forestry, therefore increasing job opportunities with forestry being the

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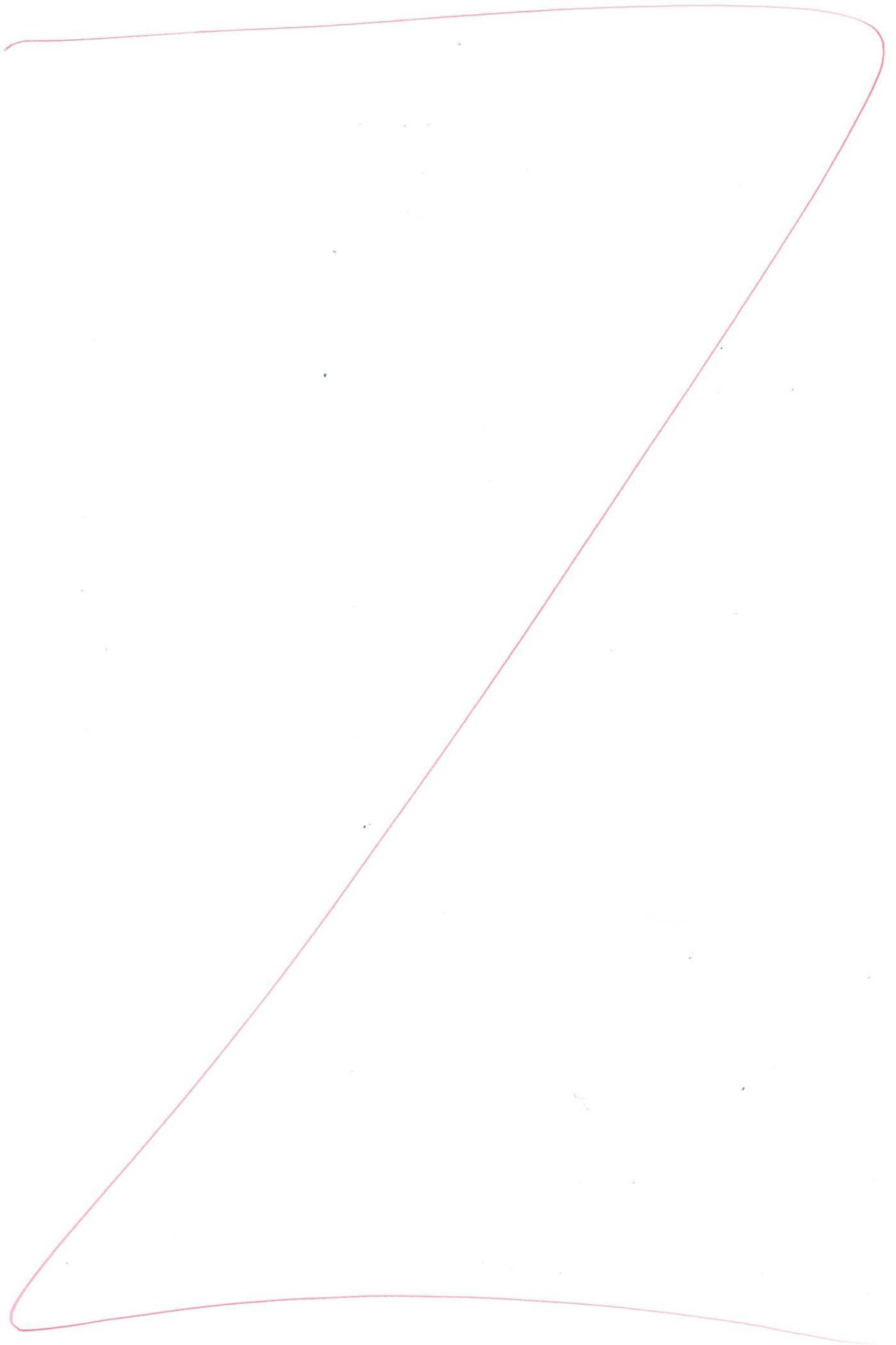
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QUESTION
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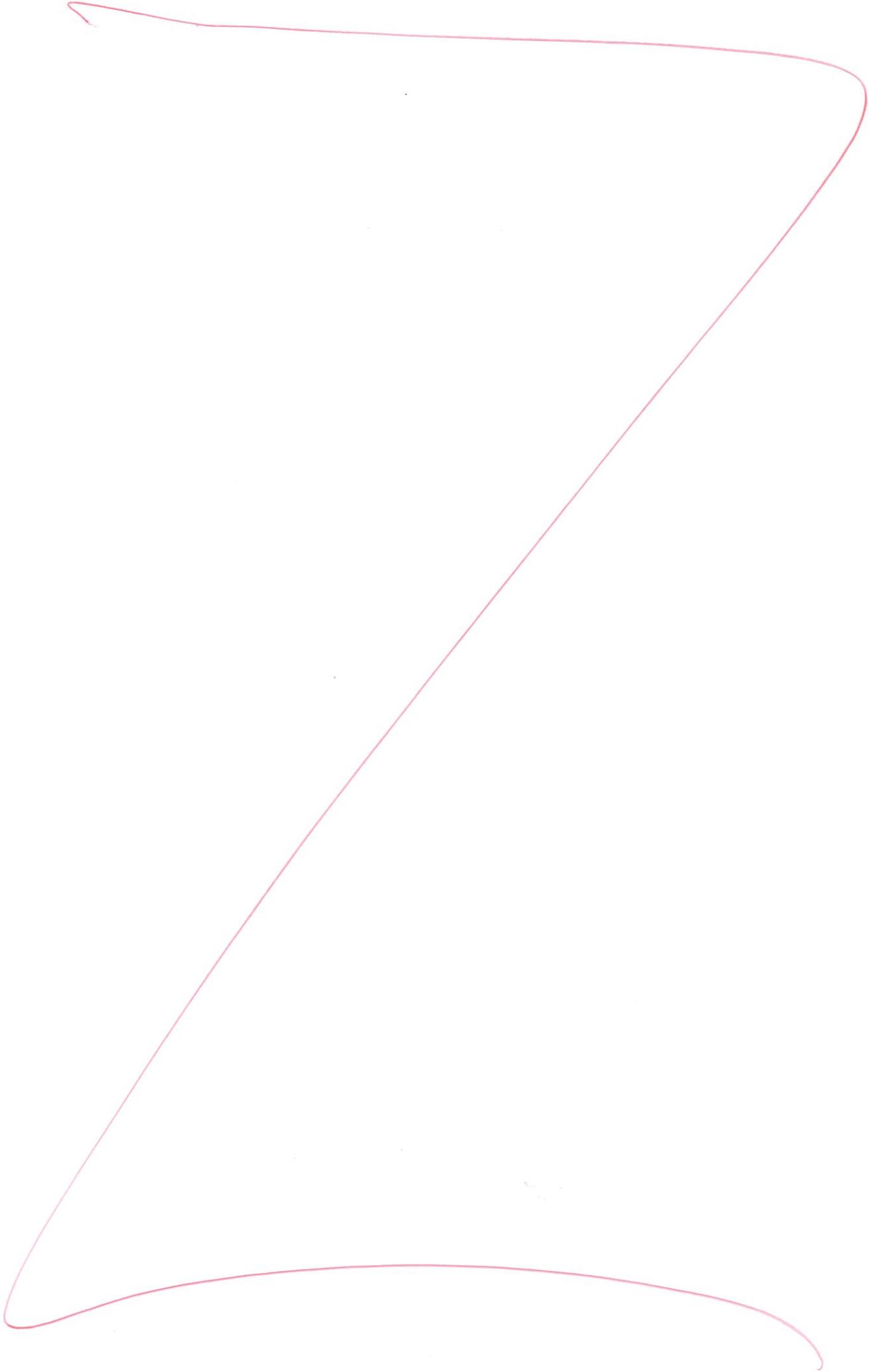
2nd largest industry in Rotorua (17%).
Geothermal Bores were also closed
within a 15km Radius of the
Pohutu geyser to ~~control~~ control
the decline in geothermal activity,
a key and main aspect of Rotorua's
tourism industry which contributes
greatly to the local economy. The
only downside to this decision was
the gas released causes Rotorua's
distinct smell which many people
including locals do not like.
Some negatives include visual
pollution which locals dislike there-
fore the local council have painted
most buildings in the CBD and
wider area neutral colours. Land
is also becoming expensive due to
the overuse from attractions and
facilities therefore affecting locals.
Tourists are also disrespecting
sacred land such as Mt. Tarawera
by trampling on fauna and polluting
the area with rubbish.

// (Continued on paper) //

Overall, the process of tourism development in Rotorua has brought many positive changes to the region, allowing many benefits for locals and tourists. From the wide range of attractions & facilities, the celebration of māori culture and positive impact to the local economy, ~~the~~ tourism development has greatly affected Rotorua, its people and its expanding tourism industry //



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| Subject: | Geography | Standard: | 91427 | Total score: | 07 |
|----------|-------------|---|-------|--------------|----|
| Q | Grade score | Annotation | | | |
| | E7 | <p data-bbox="421 454 986 488">Cultural process: Tourism Development</p> <p data-bbox="421 501 879 535">Geographic setting: Rotorua, NZ</p> <ul data-bbox="472 607 1449 1451" style="list-style-type: none"> <li data-bbox="472 607 1449 898">• The diagram on page 4 describes and partially explains a range of impacts on the environment in Rotorua. While the title of the diagram states impacts on people, there is evidence within the diagram and the written response that explain impacts on the natural environment (lake quality, visual pollution, geysers) and the cultural environment (economic gains, increase in infrastructure). As the paper is marked holistically, evidence of understanding was found in both part (a) and part (b). <li data-bbox="472 904 1449 1160">• Within the written response, comprehensive analysis of how the process of Tourism Development operates to create impacts is evident. This is shown through clear reasoning around how these impacts are created. Technical detail is demonstrated within this written response by the frequent usage of geographic terminology when analysing how TD worked to create jobs as an impact on people. <li data-bbox="472 1167 1449 1339">• Reasons for impacts included sufficient analysis of the operation of Tourism Development and insight, this is shown through an analysis of the links between the elements of the cultural process which then are clearly connected to the outcome of impacts on people. <li data-bbox="472 1346 1449 1451">• Comprehensive, relevant specific case study evidence is used throughout, which supports both the candidate’s written response and diagrams <p data-bbox="421 1509 1449 1944">The candidate gained Excellence, due to their clear understanding of the requirements of this question. The focus of the response is not on just the operation of the process or the impacts themselves but a synthesis of how the process operates (works) to cause the impacts on people discussed. Their answer was logically organised and divided into different types of impacts. Reasoning for each impact was clearly linked to the operation of the process and to the links between elements. The diagram showed where impacts on the environment occurred and the explanation of these was contained within the written portion of this answer. Geographic insight was demonstrated in their response structure, geographic terminology and discussion of the links between elements throughout the answer.</p> | | | |