

Level 3 Geography AS 90702 3.2 Analyse a cultural process

Assessment will involve a selection from the following:

- the operation of the cultural process
- spatial and temporal variations found in the cultural process
- factors that have brought about change in the cultural process
- effects of the cultural process on people and places.

Assessment Criteria	Detail	
<p>How does the tourism process operate in Rotorua? What are the elements of the tourism process and how do they interact?</p>	<p>Political, Economic, Cultural/Social, Environmental, Demand and Supply</p> <ul style="list-style-type: none"> • Natural (Environmental elements) • Political Elements (Regulators) • Cultural and Social Elements • Economic Elements • Technological Elements 	<p>Natural/Environmental Elements Agrodome Leisure Park is located on a 166 hectare sheep and cattle farm 10 kms from Rotorua City (see map). The rural location is a major advantage in that it lends credibility to our core agricultural product. This is also the reason for the success of the Agrodome Farm tour operation as the main complex is surrounded by a 350 acre working farm. It was the first Attraction in Rotorua not based on a natural feature, such as Springs, Geothermal features or the Lake.</p> <p>Regulations We adhere to all National & Local Council regulations as required.</p> <p>Cultural The Agrodome is now majority owned (75%) by Ngai Tahu Tourism, (South Island Iwi) We are in the process of changing all signage to be inclusive not only of Maori but other common worldwide languages. We pride ourselves on offering translation services for many different languages, eg. Mandarin, Korean, Japanese, Dutch, German etc... We are also developing new products to promote both our alignment with cultural values of NTT as a tribe such as Kaitiakitanga – guardianship of land through sustainable practices.</p> <p>Social Agrodome provides educational services not only to local Schools but also to Schools from all over New Zealand and overseas. We offer all schools the opportunity to have a free lecture included when they purchase either the show or farm tour if they want to. This provides them with further information about the Agrodome.</p>

		<p>Our mission is to reduce our carbon footprint by caring for our part of the world.</p> <p>We believe in protecting the beautiful environment of Ngongotaha, Rotorua, NZ and want to ensure that your children or grandchildren can visit and enjoy it too. To this end we have developed an environmental plan and welcome your support for this initiative. The Agrodome fulfils social needs by conserving energy, reducing waste and conserving water.</p> <p>At the start of 2012 we were awarded the Qualmark Enviro Gold award for our sustainable practices. Things that we have changed in the past 2 years;</p> <ul style="list-style-type: none"> - Efficient lighting throughout all buildings - Recycling - Gardening - Signage from scrap timber – reusing as many materials as possible - Battery & Toner recycling - Reduced water usage <p>Economic Provides 50-60 jobs and earns a revenue of \$5 million ++ per year.</p> <p>Technological Use of technological inventions such as headphones and Multi-lingual commentaries cater for the language needs of foreign speaking tourists for both the farm show & farm tour</p> <p>A variety of all weather, all-terrain vehicles used on the farm tour with on board commentary is used to provide an informative experience for all our customers.</p>
<p>What spatial variations are found in the operation of the tourism process in Rotorua?</p>	<ol style="list-style-type: none"> 1. The distribution of the tourism phenomena in Rotorua and the Spatial Patterns that have formed. 2. What are the reasons for the patterns? 3. How have these patterns changed in location and density of the tourism 	<p>While many tourism operators are concentrated around the lake edge in Rotorua e.g. the Polynesian Spa, Blue Baths, because of the nature of its processes, the Agrodome is found on the periphery of Rotorua in a dispersed pattern. (this means on the outskirts of Rotorua in a scattered pattern which is typical of a farming community). The Agrodome is based in a natural farm environment which provides visitors with a unique farm experience.</p> <p>Over time the Agrodome has expanded its range of products to provide for the adventure tourists also. We have joined forces with attractions such as the Zorb, Agroventures and the Maze. The reasons behind working together have occurred in order to bring other markets/visitors to the Agrodome.</p> <p>What is important to know however is that these attractions are companies within their own right, they lease the land off the Agrodome & their profits are their own.</p>

	<p>process?</p> <p>4. Analyse the reasons for the changes in spatial variations</p>	<p>We do however work closely alongside each company and have combos which represent both our products.</p>
<p>What temporal variations (changes over time) are found in the operation of the tourism process in Rotorua?</p> <p>What has caused these changes in the tourism process over time?</p> <p>What changes have occurred in the tourism process in Rotorua?</p> <p>What factors have brought about these changes in the tourism process.</p>	<p>Historical Development</p> <ul style="list-style-type: none"> • No development Phase • Pioneer Phase- Single attraction phase = Pink and White terraces • Early development phase • Mature /mass tourism Phase • Market specialisation phase and diversification • Saturation Phase? <p>Social Changes</p> <ul style="list-style-type: none"> • Environmental changes <ul style="list-style-type: none"> ➤ Negative ➤ Positive • Economic changes – multiplier effects/ increased employment and revenue • Demand changes – types of tourists • Supply changes – conference and events centres, 	<p>1. Development and Operation of the Company</p> <p>Significant milestones in the history of the Agrodome are: Expo Promotions Limited, operators of the Agrodome Leisure Park and the Agrodome sheep show in New Zealand was incorporated as a company on 5 January 1972. There were other companies associated with the group, for example, Expo Sales and Expo Asia. Up until September 2011 the business was owned jointly by the Harford and Bowen families and members of the 2nd and 3rd generation currently work within the Agrodome. We also own a major shareholding in the Lakeland Queen, the only stern wheel paddleboat here in NZ.</p> <p>In September 2011 Ngai Tahu Tourism brought 75% of the Agrodome. 25% of the shareholdings are still owned by Warren Harford and Paul Bowen. Warren & Paul are still directors and have input into the business from time to time as well as attending monthly board meetings with the GM, CEO of NTT and other board members.</p> <p>The Agrodome was started in 1971 by Godfrey Bowen MBE (renowned world famous Sheep Shearer) and George Harford MBE (beef and dairy farmer of Rotorua). The venture became a reality following the hugely successful and popular show produced by Godfrey Bowen at the World Expo 1970 in Osaka, Japan. He decided that because of its success there was obviously a market to inform people about farming in NZ. By making it fun and interactive the word soon spread.</p> <p>In 1971, a dome-shaped building to house the show was constructed on a 160-hectare sheep farm situated 10kms north from Rotorua City. All facilities are accessible by wheelchair.</p> <p>In 1972, Ivan Bowen (5 times world champion sheep shearer) joined the Agrodome team as senior showman. Ivan Bowen was awarded the 'NZ Order of Merit' for Service to the Community and Tourism in 1998.</p> <p>In 1973, Agrodome Sheepskin Souvenir Shop (now the Dog & Whistle) was established on the site. The shop sells high quality woollen knitwear, sheepskins and other souvenirs. We also have a specialised handcraft souvenir shop called the Woollen Mill.</p>

	<p>adventure tourism</p> <ul style="list-style-type: none"> • Political – marketing and research • Technological changes – interactive displays. 	<p>A devastating fire completely destroyed the first Agrodome building in 1980. In true Kiwi style, while the building was still smouldering, Ivan Bowen performed our world famous sheep show to over 100 customers on a nearby hill. 'The show must go on and we are open every day of the year.' In 1983, Warren Harford and Paul Bowen, the sons of the original founders of the Agrodome, joined the Agrodome management to start the second generation of family input in the business. Warren has been instrumental in marketing and general management, while Paul became the Senior Stage Presenter and Operations Manager.</p> <p>Since 1983, the Agrodome business has grown internationally and has been introduced at sites in other countries, in particular Japan. From 1986 through 1991, the Agrodome was contracted by the New Zealand Tourism Board and the New Zealand Trade Commission, in conjunction with the New Zealand Meat Board, the New Zealand Wool Board and the New Zealand Kiwifruit Marketing Board, to perform an abbreviated version of the Agrodome Sheep Show overseas at the following locations: Edmonton Klondike Day Festival • Great Yorkshire Show, Royal Welsh Show • Los Angeles County Fair</p> <p>In 1994, the Agrodome won the coveted New Zealand Tourism Award for the New Zealand's Best Visitor Attraction. Also in the same year and for the second time Agrodome was given an award from The New Zealand Inbound Tour Operators Council for outstanding service and contribution to the New Zealand Tourism Industry.</p> <p>The Agrodome Today:</p> <p>Currently, the New Zealand Agrodome is a 160-hectare working sheep and cattle farm with 1200 sheep and 120 beef cattle. The New Zealand Agrodome gives international visitors to New Zealand a real hands-on, live experience of farming and a total interaction with their commercially farmed animals such as sheep, goats, cattle, deer, alpacas and ostriches.</p> <p>The 'core business' of this tourist attraction has always been the Agrodome Farm Show and Eco Farm Tours.</p> <p>Our Farm show is highly entertaining and a real hands-on experience. Farm animals, especially sheep start in an hour of fast moving entertainment and education that includes introductions to 19 breeds of sheep, a shearing demonstration, a lively sheep auction with bidding from the floor, hand milking of a cow and an outdoor dog trial afterwards. We also have our Farmyard Nursery which the little kiddies just love.</p>
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