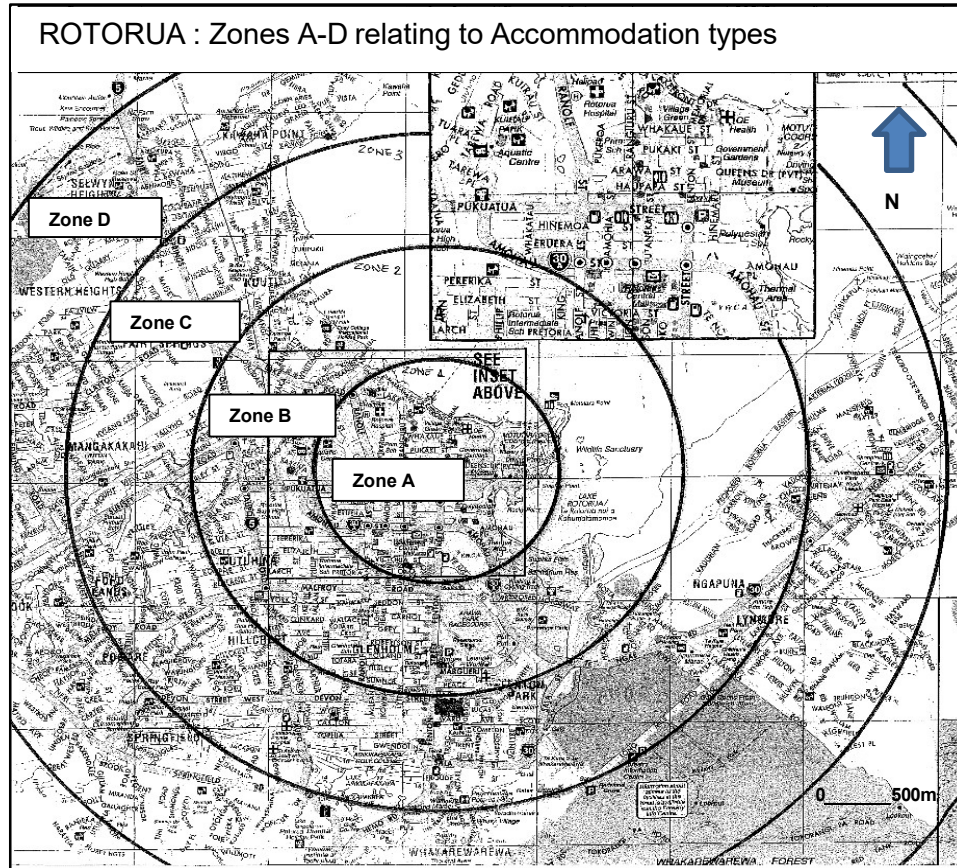


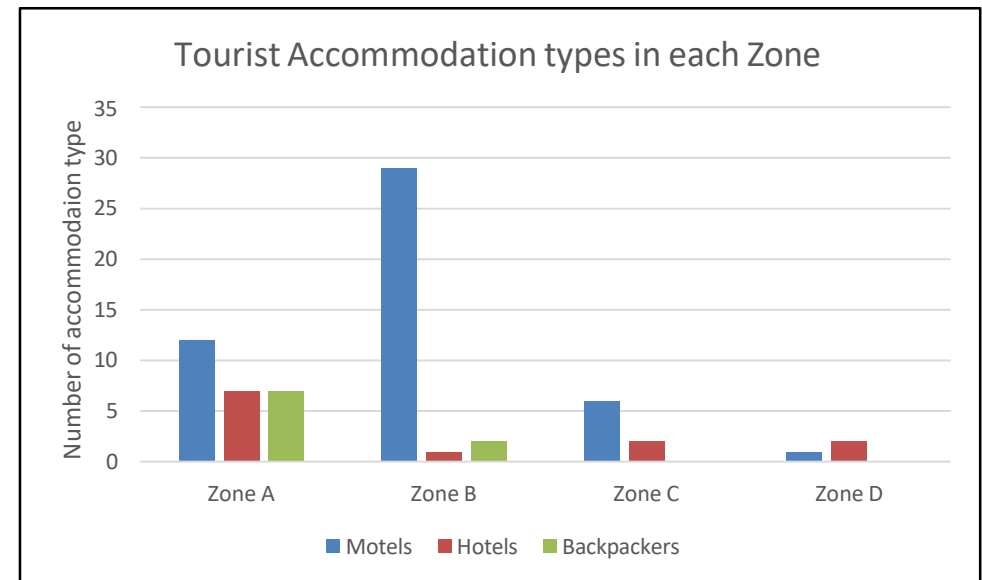
Aim: To identify if the distribution of accommodation in Rotorua forms spatial patterns and possible reasons for any pattern.

Plan: Data collection: Primary data will be collected by travelling though the main commercial areas of Rotorua where we will count the different types of accommodation and record their location and type on a map. We will take photos of different accommodation types and locations. We will also survey people at some of the motels, hotels and backpackers to get ideas as to the advantages and disadvantages of the location (1). Secondary data will come from a visit to the tourist centre, notes from a speaker and the internet...



2

	Zone A	Zone B	Zone C	Zone D
Motels	12	29	6	1
Hotels	7	1	2	2
Backpackers	7	2	0	0



Analysis of the findings:

...There is a clear spatial pattern that shows that most hotel accommodation is in the Zone A which is the CBD. The hotels outside this area are located next to major attractions like Whakarewarewa or around the lake ...The advantages given for the locations of hotels was that they were either very close to the attractions and services of the CBD or provided easy access to the lake or nearby attraction. Many of the people surveyed at hotels were on tours so they did not have their own transport...

The main type of accommodation in our sample was motels 48/69 and 29 of these are located in Zone B (3). Most motels are on Fenton Street which links the CBD with major attractions like Whakarewarewa thermal area and Te Puia and extends through 3 Zones on the map. They form a linear spatial pattern. The motel owners said the advantage of this location is that Fenton St is a main access in to Rotorua from the South and it is known as the motel strip... Motels are designed for the accommodation of motorists therefore it is important that they are located on major roads to ensure the highest chance of being seen by motorists... accessibility is the most important location factor (4)...

Motels that don't follow this trend are those that are located nearer the lake or near key attractions like...

Backpackers are the smallest group in the sample and are mostly in the CBD...

Conclusion: The distribution of accommodation creates clear spatial patterns and the main reason for the patterns relates to accessibility (5)... Some of the patterns are similar for example the concentration in the CBD but others are different. The linear pattern of motels is not shown with other forms of accommodation ...

Evaluation:

A major weakness of my research was the limited time available to collect data. When we planned the research we selected the areas we needed to cover, but didn't consider the time needed to cover such a big area...Because time was short I forgot to record actual addresses which made it hard to check the location when I was later plotting the data. The maps from the internet were also helpful for both recording and presenting the data (6)... Using the internet was helpful to check that we didn't miss any major areas with accommodation...