**ROTORUA**

Spatial Variations in the cultural process

**Types of Spatial Variation in Rotorua:**

**1. Axial**

**2. Concentration**

**3. Cluster**

**4. Linear**

**5. Dispersal**

**6. Grid Pattern**

**SPATIAL VARIATION ROTORUA**

**Tourism Development has led to the creation of spatial variations in Rotorua. Tourism**

**development includes the constructions of hotels, motels, shopping malls, attractions,**

**restaurants specifically for the tourist market.**

**The spatial variations of tourism development that exist within Rotorua are axial,**

**concentration, cluster, linear, grid pattern and dispersal.**

**Axial**

**Rotorua is on the main Axial route through NZ. The route links Rotorua with the other**

**main urban and tourist centres in NZ (Auckland, Rotorua, Wellington, Christchurch &**

**Queenstown). Rotorua’s position on axial route reflects its central location in the N**

**island, accessibility to population centres such as Auckland, Hamilton and Tauranga.**

**Concentration**

**• Te Puia- concentration of Major Primary attractions; Whakarewarewa and Maori**

**Art’s & Crafts Institute. Central Location and combine 2 premier tourist**

**attractions plus kiwi house appeal to 2 different markets.**

**• Rotorua CBD- Concentration of retail, food beverage facilities that have emerge**

**in conjunction with tourism development. CBD focal point as all transport links**

**converge to CBD making a popular destination for all tourists and in turn service**

**facilities.**

**Cluster**

**Fairy Springs road- located on the major route north between Hamilton and the North.**

**Tourist attractions; Skyline Skyrides, Rainbow Springs and Rainbow farm. Location due**

**to natural and cultural reasons.**

**• Natural- location to Mt Ngongotaha (skyline), underground springs (Rainbow fm)**

**• Cultural- Agglomeration and Marketing**

**Linear**

**Fenton Street- Main road from Rotorua to Taupo and the south. Links major attraction**

**such as Rotorua CBD & Gov. garden, Museum etc. with Te Puia. Fenton st is dominated**

**by hotels and motels. This is a result of agglomeration.**

**Dispersal**

**• Natural Attractions- Based on location of natural phenomena, specifically**

**geothermal attractions e.g. Wai o tapu and Hells Gate. Can lead to agglomeration**

**of accommodation and facilities locate close to Natural Phenomena e.g. Lake**

**Tarawera. • Cultural Attractions- Maori culture shows performed daily in hotels and**

**restaurants throughout Rotorua.**

**Grid Pattern**

**CBD- Rotorua Township was designed by the government primarily as a tourist location.**

**The roads are wide and in a grid formation to utilise space and make easy access to**

**navigate through the CBD.**