24730 V1 Demonstrate knowledge of the business of tourism

Business: RAINBOW SPRINGS

Student: _____

Element 1 and 2: Demonstrate knowledge of the components of tourism.

1.1 Tourism is described in terms of its three key components: people, products, places.

People: Describe 3 groups of people involved in tourism at Rainbow Springs
1. Tourists:
2. Staff at Rainbow Springs:
3. Local Accommodation Providers:
Products: When people come to Rotorua they need different products. Describe 4 different tourism products.
1. Accommodation:
2. Transport:
3. Visitor services:
4. Attractions and activities: Rainbow Springs Nature Park
Places: Describe the three different places that make up the business of Tourism.
1. Origin:
2. Transit Routes:
3. Destination:

Element 2: Demonstrate knowledge of an 'origin-destination' model of tourism.

2.1 The model is described in terms of the origin.
2.2 The model is described in terms of transit routes.
2.3 The model is described in terms of the destination.

Origin Destination Model	International visitors	Domestic visitors
Origin Where do the tourists visiting Rainbow Springs come from?		
Transit routes How do the tourists get here?		
Destination What other Tourism sites may tourists visit while in Rotorua?		

Element 3: Describe the nature of a New Zealand tourism business.
3.1 The tourism business is described in terms of its place within an 'origin-destination' model.

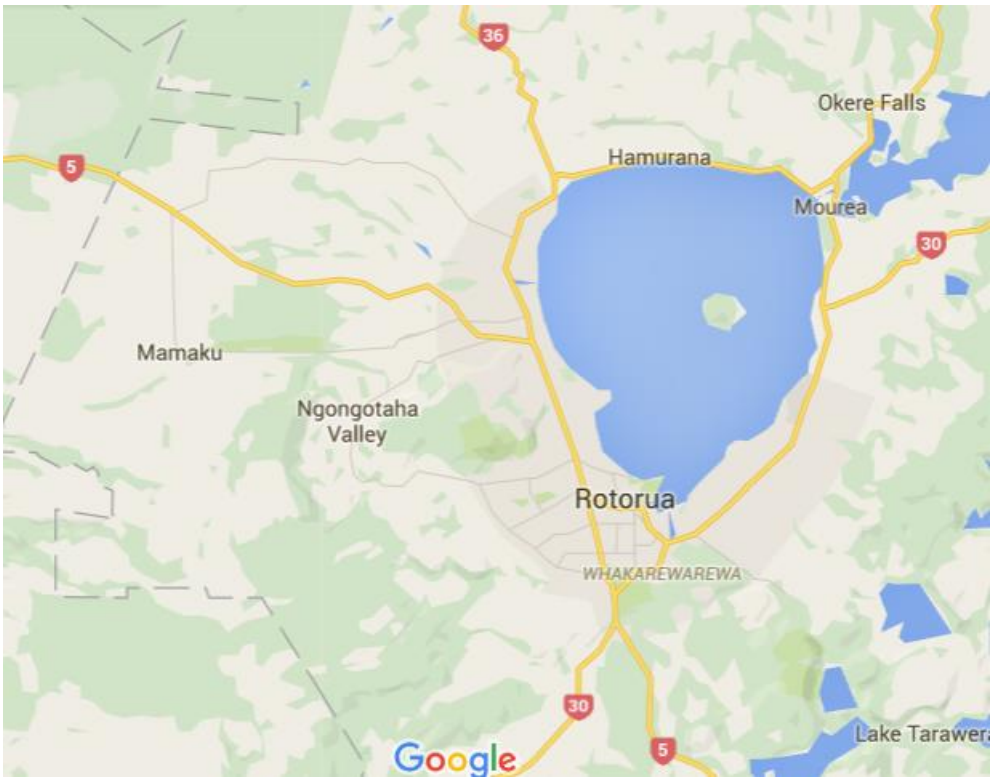
According to the origin destination model, a tourism business can be found at either
1. the origin (where the tourist started from or the source of travel),
2. on the transit route (along the way) or
3. at the destination (the end point of travel).

Say where: origin, transit route or destination Rainbow Springs is located for your visit.

Tourism Business	Location
Rainbow Springs	

3.2 The tourism business is described in terms of its physical location.

Mark on the maps of Rotorua below the area used by Rainbow Springs.





3.3 The tourism business is described in terms of its staff work roles. Describe the staff Roles at Rainbow Springs Nature Park.

Sales and Accounts	
Reservations	
Retail	
Kiwi House	
Wildlife	

3.4 The tourism business is described in terms of the range of products and services it offers.

