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TOURISM IN NEW ZEALAND

Some observations on the patterns and  
processes of a summer recreation pursuit,  
with particular reference to Napier

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A thesis presented in  
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.1973

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## ABSTRACT

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This thesis presents an account of the domestic tourism process in New Zealand, compiled through the identification and measurement of some of the elements that characterise this particular form of outdoor recreation. While overseas tourism continues to attract increasing Government attention as an industry with some promise of diversifying New Zealand's economy, it is apparent that holiday-making by New Zealanders has received practically no attention from geographers or, for that matter, from economic and social planning organisations in this country.

The first section of this thesis defines tourism and identifies, through the support of survey studies, its general characteristics of seasonality in occurrence, individuality and spontaneity in expression, and the great range and extent of mobility afforded by the private motor vehicle. Contrasts are drawn between overseas tourism and domestic tourism, and comments are made on the disparity evident in the degree of attention accorded the two forms, and in the growth of national tourist centres compared to regional holiday resorts.

Section Two considers the nature and function of three recreation resources - climate, water and location - in providing the framework within which outdoor recreation activities are pursued. In this, as in later sections, these resources are related to their role in creating a favourable climate for tourism in Napier.

The section on recreation amenities describes in detail the urban amenities and tourist attractions that Napier possesses for recreation. Exercises are conducted on the provision of vehicle parking space at amenities, on attendance frequencies at Marineland performances by Napier residents, and on the annual account of the Hawke's Bay Aquarium and Planetarium Board.

The role of holiday information and tourist publicity services, accommodation, and essential services as they prevail in the tourism process, is discussed in Section Four. The importance of accommodation services is recognised and comments here have been directed towards supply and demand factors. The distinct seasonality of domestic tourism in New Zealand increases pressure on the utilisation of recreation services during the summer, and this situation is compounded by the national close-down of many retail, trade and professional services over the peak Christmas-New Year period.

The case study of visitors staying in motels in Napier over the 1970-71 summer is used as a basis



for presenting material in support of observations made throughout the preceding parts of the thesis as to the nature of the domestic tourism process in New Zealand, and the extent to which its expression is typified in Napier.

The concluding section is used to isolate briefly the problems that have become apparent in both the study of tourism as a recreation pursuit, and in the process of tourism itself in New Zealand.

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PREFACE

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Although this thesis is based throughout on individual observations and measurements, acknowledgement is made in particular of the moteliers in Napier who, through their good graces, permitted the questionnaire survey of their businesses to be conducted during that summer of 1970-71. Many others assisted, unwittingly by completing questionnaires, in the production of this work.

The statistics, where a source has not been acknowledged, were compiled either from field work, or from a combination of sources.

Thanks are extended to Mr B.G.R. Saunders of the Geography Department at Massey University for his initial guidance on the topic, and to those whose patience, like mine, endured.

R.J.S.  
December  
1973

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## TOURISM IN NEW ZEALAND

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### An Introduction

In a time that is becoming variously termed the Age of Leisure, new relationships between man and his environment are being established. These relationships stress not so much the traditional appraisal of the natural environment as a provider of economic resources but more as a provider of recreation resources. The added dimension to this type of resource appraisal is that the activities involved are associated essentially with the utilisation of leisure time, time that is non-obligatory.

Current economic and social processes are bringing about a gradual reduction in what may be termed obligatory time, that is, time spent employed in work activities. Automation, principally, has resulted in the shortening of the working week, and earlier retirements with accompanying better health and longer life are providing a growing proportion of the population with increased free or non-obligatory time. The factors of increased wealth and mobility have served the population in extending the scope of activities that may occupy this leisure time.

Leisure time affords the opportunity for the pursuit of recreation activities, but the growing incidence of boredom and general lack of purpose quite plainly evidenced by many of today's urban

dwellers suggests that major changes will have to be introduced through education in order to modify some of the premises inherent in our work-orientated society to ensure that our non-obligatory time is put to best purpose.

The implications of growing leisure time in developed countries has received little attention from geographers until fairly recently. Mercer (1970) suggests four reasons for this state of affairs:

"Undoubtedly a major hindrance has been that the subject of leisure lacks the gloss of academic respectability. Somehow, what people do in their spare time is seen by researchers as being of minor importance compared with the goods they produce, the services they provide or the distances they commute. The result has been that, on the whole, social scientists have been reluctant to turn away from more serious 'classical' pursuits to follow what would appear to many to be little more than the study of 'fun'. ... Secondly, the world of 'economic' man has always been relatively public and amenable to study, whereas the world of 'leisured' man traditionally has been difficult of access to the researcher. ... Thirdly, the whole concept of leisure is apparently so vague and intangible that most workers have despaired of ever being able to place it firmly within the context of an analytical framework."<sup>(1)</sup>

The fourth point made by Mercer relates to the

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(1) Mercer, D.C., 1970, The Geography of Leisure - A Contemporary Growth-Point, in Geography, No. 248, Vol. 55, Part 3, p261-262.

rapid growth of the leisure 'phenomenon' as being recent and completely unpredicted.

The purpose of this present thesis is to attempt to present sets of relationships, established both qualitatively and quantitatively, that pertain to the utilisation of leisure time in New Zealand with respect to one particular form of outdoor recreation, tourism or, as it is better known, holiday-making. In this study so undertaken, the comments made by Mercer in the preceding passage became quite valid and so in themselves presented a challenge (rather than an obstacle) to be overcome. The task appeared in an even more invidious light when the dearth of objective and non-partisan material relating particularly to domestic tourism in New Zealand was discovered. This situation was again anticipated by Mercer who states: "The geographical study of tourism, however, has tended to focus almost exclusively on the vacation industry at the international scale and ... has diverted attention away from approximately two-thirds of the average person's annual leisure time - notably that of weekends and public holidays."<sup>(2)</sup>

There is evidence that professional literature on recreation in New Zealand, prompted mainly by studies in North America and in Britain, is emerging. The Auckland Regional Authority, for example, has

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<sup>(2)</sup> Mercer, 1970, Ibid. p262.

recently published two volumes<sup>(3)</sup> on the subject as it relates to the New Zealand scene. But in these, as is symptomatic of nearly all similar literature, there is a conspicuous absence of material on domestic tourism. This predicament is typically demonstrated in a publication by the New Zealand Institute of Economic Research entitled, rather misleadingly, 'Tourism in New Zealand'.<sup>(4)</sup> Apart from precisely half a page headed 'Internal Tourism' in which it is admitted that: "The magnitude of internal tourism in New Zealand is even more difficult to determine than overseas tourism ..."<sup>(5)</sup>, this publication concerns itself entirely with a discussion of overseas tourism.

This thesis does not presume, however, to effect an initial move into the field of domestic tourism in New Zealand. In presenting here the sets of relationships that operate within the tourism process, the aim has been to identify in a systematic fashion the nature of the broad variables of the process and to show how they interact to produce the patterns and trends that characterise tourism in New Zealand today. The pursuit of this intention has resulted in a work that is essentially original in content, a condition that is most satisfactory in that it has been possible to exercise individual choice of direction and treatment, and yet the one

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(3) Auckland Regional Authority, Recreation in New Zealand, Volumes I (1971) and II (1972).

(4) New Zealand Institute of Economic Research (inc), Publication No.4 of the Contract Research Unit, 1970c.

(5) Ibid. p15.

major difficulty has been in establishing a comparative basis of analysis.

In the light of this it has been necessary to proceed towards conclusions drawn in parts of this work with caution conditioned by the degree to which the data collected from specific field work study may be applied to the general domestic tourism scene in New Zealand.

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SECTION ONE

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THE TOURISM PROCESS IDENTIFIED

Tourists

There is nothing to look at any more,  
everything has been seen to death.

D.H. Lawrence

(from *More Pansies*,  
published 1932)

Tourism is a complex social and economic process that involves basically the temporary movement of people from their normal place of residence to a centre or area that possesses some form of perceived recreation attraction that can be appraised and utilised by individuals or groups at their leisure.

The main characteristics of tourism as proposed in this general definition require a certain degree of qualification and elaboration. In the first place, since tourism involves 'touring' movement then some means of transport is necessarily implied, whose type depends on the extent of the

movement, the composition of the group, and the forms of transport available.

It is, secondly, movement from an established place of residence and so is essentially a temporary shift from a familiar physical, social and psychological environment to, as is often the case, a new and unfamiliar environment.

Thirdly, the human element involved is most commonly a small group of individuals belonging to a similar social unit, in most instances the family, which, by that virtue, affords some basic security to each of its members within the unfamiliar context of the new environment visited. But the composition of the group, however, can vary considerably, and can range in size from two individuals to a multiple-family group or some other large heterogeneous group.

The place or area of destination is variously determined, but it is generally perceived as containing some kind of recreation attraction that fulfils an equally variable demand for recreation and leisure satisfaction. Popular recreation resources and amenities, those utilised with greater frequency, are often termed tourist attractions and at once become promoted and exploited commercially. Some recreation amenities, as is often the case in many New Zealand tourist resorts, are created to supplement the initial recreation resource that was perceived and subsequently developed. And yet it would appear that the rather intangible 'holiday' elements of informality, and the freedom that accompanies the pursuit of leisure, rank just as high in the role of providing recreation satisfaction as do any collections of 'sophisticated'



tourist attractions.

The fifth point, that of the purpose of tourism, is often overlooked in the enthusiasm by some commercial concerns to capitalise on the economic prospects in the promotion of tourism as a national industry. Tourism as first and foremost a form of recreation, provides an outlet for the expression of non-obligatory activities and, as such, plays an important role in the general leisure activities of all New Zealanders.

Most publications on tourism in New Zealand deal with the national development of this industry and the economic implications of its continued growth and development.<sup>(1)</sup> In contrast, there is a relative absence of information and data available on domestic tourism in New Zealand simply because this area of study has not been entered. Tourism has quite obviously grown beyond its early sight-seeing days, so succinctly described by D.H.Lawrence,<sup>(2)</sup> when it was essentially an extended form of passive recreation. There needs to be not only more recognition made now of domestic tourism, or holiday-making, as almost a basic leisure activity, particularly in New Zealand, but also a major coordinated move towards the study of its patterns and processes.

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(1) Instance the Report on Tourism by the Tourism Sector Committee to the National Development Conference held in Wellington during May of 1969.

(2) See Tourists from the collected works of D.H.Lawrence heading Section One on page 6.

There is the growing awareness that leisure activities will assume an ever increasing part of total human activities. If there is to be adequate planning for leisure pursuits of the future, then studies of leisure forms ought to be carried out now. Tourism as one form of recreation particularly important in New Zealand has been relatively neglected by geographers. Statistics are available on overseas tourism in New Zealand since the movement of visitors from overseas into, within, and out of the country is documented. Many overseas tourists are members of organised tour groups whose movements and general activities in New Zealand are standardised and, therefore, quite readily assessed. Domestic tourism, on the other hand, is more the proverbial unknown quantity.

There are one or two features of domestic tourism, however, that may be considered characteristic of this leisure activity in New Zealand. In a country that experiences seasonal variations of weather and climate, it may be supposed in the first place that most holidaying takes place during the summer months in order that this essentially outdoor form of recreation gains maximum benefit from the climate resource of most of New Zealand's holiday resorts. As if to officially endorse this observation, the majority of professional, commercial and administrative concerns permit their employees to take annual holidays during the traditional Christmas-New Year period<sup>(3)</sup> in particular, thereby synchron-

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(3) variously defined, but for the purposes of this work, Christmas Day to the end of the first week in January.

ising the extended period of leisure provided with the incidence of, hopefully, fine weather. One other important determinant is the national occurrence of the main school vacation period at this time of the year, thus enabling families to take advantage of this same extended period of leisure. The fact that the overall situation of leisure time so created is specifically seasonal means that domestic tourism itself will be primarily a seasonal activity, confined largely to the second half of December, and through most of January.

Perhaps the most important single element that has been observably instrumental in the growth of domestic tourism is the private motor car. The generally high degree of mobility of New Zealanders, and their relative independence of movement, stem directly from the high proportion of car ownership that exists, at present a car per capita ratio of one to three. The private motor car has opened up practically all parts of New Zealand to the tourist, and the inter-island ferries have propagated holidaying throughout the length of the country. The motor car is not only a means of transport but can also function as a means of conveying accommodation as evidenced by the growing number of caravans on the roads in summer.

## Overseas Tourism

Although this thesis is concerned mainly with an examination of domestic tourism in New Zealand, overseas tourism, because of its growing importance to the national economy, cannot be overlooked.

From the Tourist Department Conference which was held in May, 1969, the report of the Tourism Committee to the National Development Conference made several planning recommendations for the development of tourist potential in New Zealand during the 1970s. A Tourist Development Council was subsequently appointed to co-operate with the National Development Council with the aim of keeping "under review the measures and resources necessary to attain the target growth rate of doubling the number of overseas visitors every 5 years".<sup>(4)</sup>

TABLE I

### Temporary Travel Arrivals in New Zealand

Year Ended March 31	Tourists	Others <sup>(a)</sup>	Total
1961	27,299	13,625	40,924
1966	65,039	32,977	98,016
1971	141,544	49,322	190,866

<sup>(a)</sup> includes persons on business, working holiday, for education, etc.

Source: NZ Official Yearbook, 1972

<sup>(4)</sup> New Zealand Official Yearbook, 1972, Section 39, Travel and Tourism, p915.

According to Table I, the number of overseas tourists entering New Zealand has more than doubled in both the five year periods considered. The pronounced intention then is to endeavour to maintain this doubling of numbers every five years.

A doubling of overseas tourist numbers at regular intervals will place a great deal of pressure on the provision of appropriate tourist services as well as on the country's recreation resources themselves. It seems necessary to introduce at this point the term recreation resource threshold which refers to the degree or pressure of utilisation a recreation resource may withstand without undergoing deterioration. Many of our recreation resources represent, like the National Parks and beaches and coasts, delicately balanced ecological systems that have not the capacity to accommodate the pressures that a progressively increasing utilisation would present. When universal attentions and energies are being directed more and more towards the need for resource preservation and conservation, it would appear a rather irresponsible attitude on the part of the government to create 'open house' to overseas tourists without first sounding out in some way the limit to which our recreation resources can be extended in satisfying the demand for leisure and recreation.

From the literature available on overseas tourism in New Zealand, mainly through government publications, the impression gained is that the prime concern here is with the economics of tourism - the fact that the tourist industry "has grown so fast and is having such an impact on the international balance

of payments that the economics of tourism are receiving increasing attention."<sup>(5)</sup>

While this situation is perhaps inevitable, it would surely seem more appropriate to plan the growth and development of tourism with a few less glances at the economic and financial register, and with a more unified observance of the need to plan and develop the utilisation of recreation resources in New Zealand according to their perceived potential as such.

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<sup>(5)</sup> New Zealand Official Yearbook, 1972, Section 39, Travel and Tourism, p914.

## Domestic Tourism

Domestic tourism in the context of this thesis refers to the holiday-making activities of New Zealanders within their own country. It differs in a number of respects from overseas tourism, both in its general character and in the demands it makes of recreation facilities and services. It becomes more difficult to make generalisations on the nature of domestic tourism because as a form of outdoor recreation it is characteristically diverse in time and space, it is casual and informal in its expression, and it is often spontaneous and random in its activity.

Two points of comparison between domestic tourism and overseas tourism can be made. Firstly, overseas tourism normally takes the form of a comprehensive organised tour of the country, whereas domestic tourism is more often characterised by a less extensive journey involving essentially the direct movement to one or two holiday destinations (or focal points of recreation) from where a direct journey home is later made.

On the second count, overseas tourism, since it is generally on a more comprehensive scale, involves greater capital expenditure, from which it may be deduced that the individuals here implicated possess a spending power potential that is destined to be dissipated more to the benefit of the national tourist industry than, as is the case for domestic

tourism, dissolved amongst services (accommodation, meals, excursions, etc.) that prevail in the single resort centre that is not obliged to make direct contributions to the national industry.

A survey conducted by the Tourist and Publicity Department<sup>(6)</sup> has apparently shown that each overseas tourist spends on average just over \$200 during his New Zealand vacation, with North American tourists each spending an average of \$246. These totals exclude air travel fares to and from New Zealand.

Few domestic tourists would spend anywhere near this total whilst on holiday, but there are no official figures available from which to discover the actual expenditure involved in a summer holiday by a 'typical' New Zealand group. An attempt has been made here (Table II) to construct a comparative expenditure summary for two holidaying groups, in this example, the first being a husband and wife couple from Australia, and the second a family of four travelling directly to Napier from Wellington for a stay of four days in a city motel.

It is possible to compare these two theoretically representative groups if only to identify the differences that exist. The overseas group would participate in what is essentially a 'package' deal in which their travel and recreation

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(6) according to a review in the New Zealand Official Yearbook, 1971.



activities are predetermined and made according to schedule. On a typical tour visit to Napier, this Australian pair would arrive in the city in the afternoon from Taupo and depart for Wellington late in the morning of the following day. During their stay intensive use of specific recreation amenities would be made, an activity facilitated by the convenient concentration of these principal amenities along the Marine Parade. Accommodation in one of three city motels, and meals in a central city hotel are generally standard procedure for all tour groups.

TABLE II

Comparative Expenditure of Selected Overseas and Domestic Tourist Groups in New Zealand, 1970-71 Summer.

	Australian Group (a) (\$)	New Zealand Group (b) (\$)
accommodation and meals	226	65
transport	98	15
excursions and souvenirs	76	20
social, personal expenses	70	30
	<u>470</u>	<u>130</u>
(a) two adults		
(b) two adults, two children		

Although the vacations taken by the two groups are shown to contrast in the amount of expenditure incurred, this is very much a result of the contrasting natures of the two vacations. The tour by the overseas group, being one generally longer and more

extensive, would naturally be expected to involve a greater amount of expenditure.

As far as the economic contribution to the local tourist industry<sup>(7)</sup> is concerned, it would appear that this variable is a direct function of the length of stay of the overseas tour group in each centre. It follows that the national tourist centres<sup>(8)</sup> will benefit more from overseas tourism than will the smaller centres, or holiday resorts, which appear generally as overnight stops on the tour programme. Bearing in mind the government policy of promoting the growth of overseas tourism at a quite ambitious rate, it would appear that national tourist centres will gain greatly as a result of this national directive. The smaller provincial holiday centres in turn rely more on income from domestic tourism to develop their recreation resources and tourist attractions.

The contention presented here is that in the next five years or so, if trends in overseas tourism promotion and fulfilment continue, there will further develop the disparity already evident between national tourist centres and regional holiday resorts. There are several issues that can be raised with respect to this matter:

In the first place, there is likely to be

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(7) here meaning regional or municipal concerns

(8) namely Auckland, Wellington, Christchurch, Northland, Rotorua-Taupo-Wairakei, Tongariro National Park, Southern Alps, Southern Lakes and Fiords (including Queenstown).

disproportionate growth of some major recreation focal points which may in turn create undue pressure on existing facilities at and around these focal points. The most important of these are the National Parks and other natural systems such as the coastal zone where resource utilisation thresholds must represent critical levels above which irreparable damage to the resource could occur.

Secondly, general opinion would have it that the national tourist centres are tending to develop amenities and services that are priced beyond the ordinary means (and even demands) of the domestic holiday-maker. It is conceded that today the holiday-maker must be prepared to pay for his recreation, if only in view of the increasing costs of operating the recreation facilities and services offered, but it would appear that the national tourist centres, operated by administrators who are more economically- than recreationally-orientated, are divorcing themselves more from the means of the 'average' holiday-maker and, in this way, are defeating the purpose of outdoor recreation activities and services by becoming essentially exclusive.

Thirdly, the provincial holiday resort whilst relying to a greater extent on domestic tourism traffic must be prepared, on pain of possible black-listing<sup>(9)</sup>, to provide suitable and appropriate amenities and services for the overseas tour groups that pass through the resort.

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(9) known to have occurred on at least one occasion in Napier.

This third point implies a fourth; that the overseas tourists differ from domestic tourists in terms of the demand they make on recreation resources and services. There would seem little point, for example, in Australian tourists coming to a regional seaside resort like Napier to spend a day or two at the beach, yet for many domestic holiday-makers this activity is a popular one in summer. The regional resort that is included on overseas tour group itineraries has therefore a dual role to play in the provision of recreation amenities and services for both the overseas tourist and the domestic holiday-maker.

The fifth issue is one of recognition of the point that a satisfying holiday is generally conducive to the maintenance of an efficient and healthy work force. When the strain and pressure of a holiday become too great, its recreational value is not realised. Far be it from the purpose of this thesis to investigate the psychological implications of a successful holiday but it would seem evident that leisure activities like tourism, in assuming an increasingly greater temporal part in the lives of most people in New Zealand, should receive much more attention and study from concerns more sympathetic to the need to develop tourism as a recreation pursuit rather than as an economic venture. This would enable a much greater system of coordination to develop between the planners, the operators and the clientele, all involved in the future of tourism in New Zealand.

## A Study of Summer Holiday Movement from Napier

The difficulties involved in documenting domestic tourism have been implied briefly already. Most of these centre around the almost infinite variety of combinations derived from such operative variables as group size and composition, time of the year, method of travel, destination, length of stay, and type of accommodation, to name but the more important ones. Superimposed on this is the presumed desire of the majority of holiday-makers not to be bothered by such operations as would be necessitated by a full-scale questionnaire investigation of domestic tourism.

To gain some measure of summer holiday-making in New Zealand, a small questionnaire study was conducted in Napier. It involved a questionnaire survey of secondary school student activities during the summer school vacations of 1970-71 and 1971-72. The general purpose of this survey was to attempt to discover the extent to which teenagers, already living in a regional holiday resort, took holidays elsewhere in New Zealand during their summer vacations. It was intended, too, that the interaction of variables operating in the tourism process might emerge.

The questionnaires<sup>(10)</sup> were administered in

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(10) see Appendix I for questionnaire lay-out.

early February at the beginning of the school year, the time best suited to accurate recall by the students of their holiday activities. The numbers of individuals exposed in the two surveys varied, 150 for the 1970-71 period and 300 for the 1971-72 period. In both, the questionnaires were administered to senior students aged mainly between 15 and 17 years.

The over-riding assumption made as regards these surveys was that the opportunity and the inclination to take a holiday during the summer school vacation were variables evenly distributed throughout the student population exposed to the survey.

Rather than present a full summary of the results of the information collected from this particular questionnaire survey, the intention here is to use the relevant data to exemplify some of the general principles relating to domestic tourism. Although all conclusions made from the information gathered must relate directly to the population sampled, there are some broad implications that can be made with respect to the general nature of domestic tourism in New Zealand.

The movement of residents from Napier to pursue a summer holiday illustrates the prime motive of holidaying. There is involved the movement away from a familiar work and residential environment to satisfy the essential ingredient of a holiday, that of change. The familiar environment becomes temporarily replaced by the perceptual

stimulations of a new environment that can be absorbed at leisure. Assuming this condition to be generally beneficial to the individual, then the element of change implicit in holiday-making is the basic factor operating within the tourism process. The true meaning and value of the new recreation environment is known only to the individual, it may in fact assert itself without his knowing.

To all intents and purposes, Napier is a fairly typical seaside holiday resort, comparable to say Timaru, Nelson, Gisborne, Tauranga and Whangarei. It has not the specific holiday attractions of the thermal areas of the Volcanic Plateau, nor the aesthetic attraction of the National Parks, nor the attractions of mere size and, therefore, increased complexity and variety of activities possessed by the cities of Auckland, Wellington and Christchurch. The reasons for local inhabitants leaving Napier to take holidays elsewhere relate firstly to the elemental concern of 'getting away from it all for a while' - this is the concept of environmental change.

The next consideration should be to decide whether there are positive factors drawing the individuals from Napier, or whether the outgoing movement is primarily a negative reaction, that of leaving Napier for the 'change'. Evidence from the stated destinations entered on the questionnaires seems to suggest that the outward movement contains a blend of both positive and negative reactions. This can be reasoned along the following lines. If the destination offers no significant environmental



differences than exist already in Napier, then it would appear that the negative reaction is in evidence to some degree here. By way of illustration, Gisborne, Mahia, Waipatiki and Waimarama were quite frequent destinations for the students taking summer holidays out of Napier. For the latter three, it is presumably the attraction of the beaches and related activities, all of which can be carried out to a satisfactory degree in Napier itself. Admittedly, however, the beaches at these three locations would be adjudged superior in most cases to Napier's beaches.

In this manner then, both positive (better beaches) and negative (the desire for change) reactions may operate in this particular example cited. Although the mechanism of selection of most holiday destinations can be isolated in general terms of both positive and negative reaction responses, there can be no pretence made that tourism generally is a simple product of interacting variables.

As might have been expected, the greatest proportion (45 percent) of all direct<sup>(11)</sup> holiday journeys recorded in the survey were made to locations in the Hawke's Bay-Taupo-East Coast region. This is most likely the result of there being a large variety of recreation amenities and tourist attractions within this region, together with no great time (generally less than three to four hours) required

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(11) defined as a holiday journey direct to a single destination, and a direct return journey home.



for travelling. The reasons for the relative popularity of the Hawke's Bay-Taupo-East Coast region as recorded in the student survey must relate, firstly, to the general attractiveness of the region in terms of recreation resources and amenities available; secondly, the not considerable distance or time involved in travelling and, thirdly, as a consequence of the region's relative proximity to Napier, the past experience and knowledge of the region from previous visits.

The length of a holiday is influenced by a number of factors, which include the distance of the destination from the place of normal residence, and in turn affects the amount and range of movement possible at the holiday destination. The extent of resource and amenity utilisation is also determined by the length of the holiday. A longer holiday (say up to two weeks) incurs greater expense mainly as a result of the accommodation-cost factor, particularly if motel or hotel accommodation is prevailed upon. A camping holiday on the other hand, whether with tent or caravan, can be extended in length with little extra accommodation cost. Besides these more usual forms of accommodation, many holiday-makers stay with friends or relations where the holiday length is perhaps least determined by actual cost but more so by the degree of mutual tolerance.

The results of the questionnaire survey showed that two holiday lengths were most common. These were the six to ten day period, and the 14 to 27 day period, perhaps corresponding to what might be

generally termed, with respect to length, an average holiday and a long holiday respectively. It was apparent from the survey that the average holiday was most commonly taken in the Hawke's Bay-Taupo-East Coast region where 39.6 percent of all six to ten day holidays were made. Almost 45 percent of all long holidays, 14 to 27 days, were taken in the Northland-Auckland-Bay of Plenty region. There was the tendency for the more distant holiday destinations to be associated with the longer holiday intervals, and for the shortest holidays to be taken in the more local areas. In this way, sixteen of the 21 holidays to the South Island were for periods of more than two weeks, and 27 of the 51 holidays of less than six days were taken in the Hawke's Bay-Taupo-East Coast region.

It was discovered from the survey that a large proportion (82.4 percent) of all holidays involved direct journeys to a single holiday destination and direct journeys home to Napier. The criterion used here was based on the number of overnight stops made at other locations. If no overnight stays were stated on the questionnaire then the journey was presumed direct, and accommodation was therefore afforded at the destination indicated. This does not imply, however, a straightforward holiday in terms of the location visited. A direct journey to Taupo, for example, and a stay of say two weeks could be recorded on the questionnaire, but there is not disclosed from this information that fact that the holiday-makers may have made a day trip to say Tauranga or Hamilton.

From an analysis of the results of the survey it appears that as far as timing of outgoing holiday movement from Napier is concerned, two peak periods during the summer can be identified, although these will relate more directly to the student population than to possibly the total population at large. The first occurred in the period from Christmas Day to the end of the first week of January, coinciding with what has been termed the Christmas-New Year holiday period when most professional, commercial and administrative businesses close down for their annual holidays.

The second peak period that became apparent from the survey was the second half of January. One reason for this particular peak may relate to the nature of the population exposed to the survey, in that 184 (67.6 percent) of the 272 students who returned questionnaires indicating that they did at some time during the vacation take a holiday from Napier were also engaged in casual employment for some part of the summer vacation. The general tendency here seemed to be for the students to work for from three to four weeks from the beginning of their vacation so that their opportunity for taking a holiday came within the last week or two of January.

A further reason for this later taking of holidays may have been that with the Christmas-New Year period being the traditional holiday interval, it was preferable to holiday after the Christmas-New Year 'rush', so to speak, when recreation resources and amenities are being less intensively used. A

good proportion of holidaying students were accompanied by their parents in this second peak period which suggests that annual leave outside of the traditional Christmas-New Year holiday period can be negotiated.

The timing of holidays is important in that it affects the degree of utilisation of recreation resources and amenities. If observable peaks do occur within the summer vacation period itself, then, on recognition of these, provision can be made for the necessary extra services that may be required.

Bearing in mind the conditions of the student survey conducted, and the nature of the population exposed to the questionnaire, the general picture of outgoing holiday movement from Napier during the summer holiday season that has been constructed will serve as a basis from which to proceed to a more systematic analysis of the tourism process.

With the increase in leisure time imminent, it is obvious that the various forms of recreation, both passive and active, will play an increasingly larger role in the total activities of the population. Although the apparent variety and spontaneity of holiday-making are two of its characterising features, they should not be allowed to become deterrents to more study into the patterns and processes of tourism.

As has already been stated the effects of tourism on the use of recreation resources and amenities

is an important area of consideration. Many of these resources and amenities may not be capable, in their present forms, of withstanding the pressures that will be brought to bear by increased utilisation over the next five or so years.

Besides the need to plan the future development of recreation resources and amenities to accommodate the projected growth of tourism, there is also the need to plan and develop an efficient system of recreation services which will include the provision of holiday information and tourist publicity, transport facilities, accommodation, and of essential retail services such as eating houses and automobile service stations.

The main elements of domestic tourism, or holiday-making, have been identified and brief comment has been made on these, both in general terms and with respect to the questionnaire survey of student holidaying activities. This introduction to domestic tourism serves as a basis from which study of recreation resources, amenities and services, with particular reference to Napier, can now be made.

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## SECTION TWO

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### RECREATION RESOURCES

The term recreation resource in the context of this thesis refers to the natural resources of the physical environment that may influence, directly or indirectly, the expression of recreation. The three recreation resources considered here are climate, water and location.

Although the climate resource is often taken for granted, within its favourable context all manner of recreation activities are carried out. While the climate resource prevails in a desirable form, it provides the arena in which most successful holidays are made. The expected optimum performance of the climate resource in summer is probably the most important holiday ingredient and accounts for the comprehensive national pattern of domestic tourism during the summer since all areas in New Zealand (with the exception of the snowfields) generally receive the type of weather best suited to holiday-making.

The relative insularity of New Zealand is a dominant factor accounting for the great popularity and maximum utilisation of the water resource, particularly in summer. The success of the water resource in providing a readily accessible context for outdoor aquatic recreation and in affording considerable recreation satisfaction in summer relates in nearly all cases to the simultaneous incidence of the climate resource in its most favourable form. Lakes and rivers and the sea provide recreation satisfaction for a very wide range of individual activities. In this way the water resource is a truly multi-purpose resource, to the extent that conflicts of interest in their utilisation are becoming apparent.

The location resource of a recreation area is measured in terms of the position of that area with respect to its distance from major concentrations of potential holiday-makers, its proximity to main tourist traffic flowpaths, and its supply of recreation resources and amenities. By way of illustration, the thermal region of the Volcanic Plateau benefits greatly from its location resource because of its central position with respect to the distribution of population in the North Island, its accessibility from all parts of the North Island and the thermal phenomena it possesses. The Southern Lakes district of the South Island is, on the other hand, at some distance from the concentrations of potential holiday-makers, and the major transport

networks necessarily converge from northern areas.

The following accounts of the nature and function of recreation resources relate for the most part specifically to Napier and its environs, yet the implications made can be applied quite readily to other holiday resorts in New Zealand, and to the process of tourism in its national context.



## The Climate Resource

Climate is perhaps the most significant of all recreation resources. An agreeable climate is a valuable element of attraction for a tourist resort. Most summer recreation activities depend greatly upon the incidence of fine weather, and the general status of a holiday resort is often derived primarily from its climate characteristics.

Towns in New Zealand that have developed as regional holiday centres, like Nelson, Tauranga, Napier and Gisborne, have relied initially on the climate resource to attract holiday-makers and thereby promote the growth of tourism. Each of these four centres records over 2200 hours of sunshine a year, and each experiences generally dry summers. For the national tourist centres such as Rotorua, Auckland, Central Otago and the National Parks, the climate resource is generally secondary to the specific tourist attractions, although this specific attraction may relate to climate as is the case for the central North Island snowfields.

In many cases the decision of where to take a holiday may be influenced by prior knowledge of the weather conditions expected to prevail there. This decision is often made on the basis of past experience or from information provided, since most tourist centres trade on their climate resource to some extent in their publicity operations. The

summer holiday period in New Zealand, however, coincides generally with a period of better weather and so the selection of a holiday resort may therefore become more influenced by factors other than the climate resource.

The dominant elements of the climate resource with respect to outdoor recreation activities are sunshine, rainfall and wind - preferably an abundance of the foremost, and an absence of the latter two, although it must be conceded that a summer sea breeze often relieves the oppression of an otherwise humid, sultry day.

Climate affects human health, energy and comfort more than any other factor of the physical environment. While the physiological functions of the human body which respond to changes in the weather have been identified, it is much more difficult to recognise the psychological reactions that types of weather induce. "Probably everyone longs to see the sun after several days of dark, cloudy weather. The cheering effect of a sunny day after a surfeit of grey skies is no mere illusion. Yet most long periods of clear skies and glaring sunshine can induce ennui. Most people prefer change provided the extremes do not become too great. Tourists and seekers after health regularly flock to sunny climates ... A healthy suntan is commonly regarded as the mark of a successful vacation ..."<sup>(1)</sup>

<sup>(1)</sup>Crichfield, H.J., 1966, General Climatology, p362.

Napier relies to quite a considerable extent on its climate resource. Not only does local tourist publicity toss the most attractive climate statistics before prospective holiday-makers, but the success of many of the city's holiday entertainment programmes depends on the incidence of fine weather over the summer season. Many of the contrived holiday attractions are open-air spectacles and as such rely directly upon an absence of rain and a preponderance of sunshine. Camp sites are soon abandoned and holidays curtailed if the rainfall becomes too persistent. And the hopes of many of attaining the peculiar status that accompanies the possessor of a radiant sunten may be dealt a low blow.

TABLE III

Climate Statistics for Napier as  
Published by the Napier Development  
Association

Temperature:	summer average	22.2°C (72°F)
	winter average	11.1°C (52°F)
Rainfall:	793mm (31.2 inches) average	
Sunshine:	2281 hours yearly Av.	
Snow:	nil	
Hail:	1.4 days yearly Av.	
Thunder:	4.5 days yearly Av.	
Fog:	5.0 days yearly Av.	
Frost:	35.5 days yearly Av.	
Wind:	96km/hr (60mph) and over	0.4 days
	64km/hr (40mph) and over	23.8 days
	Calm; 35% of year	
	6-26km/hr (4-16mph)	balance of year

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'Napier .. see and do  
book', NDA.

Climate statistics for Napier that are commonly included in tourist brochures (see Table III) are, with the exception of temperature, mean annual values which bear no semblance to the day to day weather patterns that are of much more relevance to tourists and holiday-makers.

In order to examine the weather elements that characterise Napier's summer months, a record was made during the 1970-71 summer. At once, the climate statistics for this particular summer proved the relative worthlessness of mean figures. In the three months, December 1970 to February 1971, a total of 239.54 millimetres (9.43 inches) of rain was recorded in Napier, an increase of 29.74 percent on the mean rainfall total for these three summer months. As revealed in Table IV, there was a marked variation from the mean rainfall figures for each of the three months:

	Number of Raindays (0.25mm and over)	Total Rainfall (mm) (1970-71)	% Increase in 1970-71 on monthly mean
December, 1970	7	30.22	-39.9
January, 1971	17	122.70	+85.8
February, 1971	9	86.62	+27.3

Although the rainfall total for December, 1970, was almost 40 percent less than the December mean, the first two months of 1971 recorded relatively high rainfall totals, with January receiving 122.7 millimetres during 17 raindays, a substantial increase of 85.8 percent on the January mean. Even more unfortunate, from the point of view of outdoor recreation, was the fact that rain was recorded on each of the first eleven days of that January. Although outside of the more conventional summer holiday period, the month of February also recorded an increase in rainfall above its monthly mean. As it turned out, the high incidence of rainfall recorded in the first two months of 1971 laid the basis for an exceptionally wet year whose total reached 1270.8 millimetres, the third highest annual rainfall total recorded in Napier this century.

Rain falling at night, although not separately recorded for the purposes of this study, can be just as effective in disrupting holiday routines as rain falling during the day light hours because it can affect the performance of open-air shows and entertainment programmes held during the evening.

The unusually large amount of rain that did fall in Napier during January of 1971 affected the holiday programme of activities in the city, and visitors commented on the unfavourable weather, suggesting that in future wet weather alternative arrangements be on hand to deal with the unexpected showers.

In association with a general absence of rainfall, a high incidence of sunshine contributes to the creation of a favourable climate resource. During the 1970-71 summer when climate statistics were collected for Napier, sunshine figures for January in particular reflected the relatively high persistence of cloud cover associated with the large number of rain days recorded. Only 37.15 percent of total possible sunshine<sup>(2)</sup> was received in Napier, compared to just under 70 percent for January of 1969 and 1970.

Although rainfall and sunshine hours are possibly the most important weather elements that influence the nature of the climate resource of a particular location, air temperatures also require some consideration. Because temperatures are influenced by a number of other factors such as air pressure, winds, surface albedo, proximity of water bodies, air humidity, cloud cover and seasons, temperature values are least able to stand meaningfully on their own. An attempt has been made here, however, to examine air temperature in so far as maximum daily shade values and diurnal range are concerned. The figures used in the following exercise were recorded at the Hawke's Bay airport where the modifying effects of the summer sea breezes are not so much affected by the normal urban thermal turbulence. In this respect summer day

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(2) based on a day length measured from one hour after sunrise to one hour before sunset.

temperatures can be up to three degrees higher in the city than at the airport, and minimum diurnal temperatures in the city may not fall as low as at the airport.

Working from an arbitrary base of a maximum shade temperature of  $24.5^{\circ}\text{C}$  ( $76.1^{\circ}\text{F}$ ), and a diurnal range value of  $10^{\circ}\text{C}$  ( $18^{\circ}\text{F}$ ), two types of day have been defined:

1) a hot day

Maximum shade temperature greater than  $24.5^{\circ}\text{C}$  and a diurnal range of less than  $10^{\circ}\text{C}$ .

e.g. February 24, 1971

maximum shade temperature  $29^{\circ}\text{C}$   
diurnal range  $8.3^{\circ}\text{C}$

2) a cool day

Maximum shade temperature less than  $24.5^{\circ}\text{C}$  and a diurnal range greater than  $10^{\circ}\text{C}$ .

e.g. December 26, 1970

maximum shade temperature  $16.7^{\circ}\text{C}$   
diurnal range  $12.1^{\circ}\text{C}$

In both examples the 'day' covers 24 hours since, as has been already indicated, weather patterns at night are an important part of the climate resource in summer. In the first example above, February 24, 1971, the temperature ranged from a maximum of  $29^{\circ}\text{C}$  ( $84.2^{\circ}\text{F}$ ) to a minimum of  $20.7^{\circ}\text{C}$  ( $69.3^{\circ}\text{F}$ ), so that temperatures even during the night must have been

relatively warm. The temperature range of  $12.1^{\circ}\text{C}$  in the second example gives a minimum of  $8.6^{\circ}\text{C}$  ( $47.5^{\circ}\text{F}$ ) which constitutes a rather cold night for December in Napier.

TABLE V

Distribution of Summer Day Types in Napier for three Consecutive Summer Periods, 1968-9 to 1970-1.

December	1968	1969	1970
No. of hot days	0	5	2
No. of cool days	13	7	3
January	1969	1970	1971
No. of hot days	4	7	4
No. of Cool days	8	2	4
February			
No. of hot days	0	3	7
No. of cool days	5	6	5

The distribution of these two arbitrarily defined summer day types for the three consecutive summer periods, 1968-69, 1969-70 and 1970-71, is shown in Table V. Over the three-month summer period of 1968-69, four hot days and 26 cool days were recorded. These figures suggest that this particular summer was not as warm as the following 1969-70 summer when an equal number of 15 hot days and 15 cool days was recorded. The same balance was achieved in the 1970-71 season with 13 hot days and 12 cool days. It has been shown previously that the 1970-71 summer was rather atypical in terms of rainfall received and yet with respect to daily



temperatures it does not vary too greatly from the 1969-70 summer.

Direct comparisons, however, cannot be satisfactorily made because temperatures are relative to prevailing day conditions of cloud cover, wind direction, humidity and the like. Perhaps the most significant aspect of Table V is that it points to the variability of the air temperatures, and thereby day types, by both month and year, and suggests that, as can be supported by actual experience, the summer weather in Napier is not always settled to any real extent. Towards the end of February, and often through March until Easter, the weather is more settled, drier and less variable, but altogether too late for the majority of holiday-makers.

One other weather element of some value to the total climate resource is wind. This variable, in its many forms, directly affects certain recreation activities such as sailing, gliding, surfing, fishing, and perhaps, tent-pitching. Winds can also modify existing weather conditions as evidenced by the role of the summer sea breeze in Napier. North-westerly winds in summer, descending from the western ranges, bring decidedly warm temperatures to the coastal areas of Hawke's Bay. One unfortunate consequence of the generally warm air temperatures in summer is that by the early afternoon clouds, produced by thermal convection from the warm land surface, begin to form and may often produce a full cloud cover by the late afternoon.

The success of outdoor recreation in summer depends largely on the incidence of fine weather. The climate resource of a holiday resort like Napier therefore plays an important role in providing for what may be termed satisfaction in so far as the pursuit of outdoor recreation activities is concerned.

From this preceding discussion of some of the effects of the climate resource peculiar to Napier, the following points serve to summarise the role of climate generally as a recreation resource:

- 1) the climate resource is an important ingredient in the total context of recreation and leisure, particularly as it concerns outdoor activities in summer.
- 2) outdoor recreation activities during New Zealand's summer take advantage of the generally fine weather prevailing at this time of the year.
- 3) an abundance of sunshine and a relative absence of rain creates the desired optimum conditions for most outdoor activities in summer.
- 4) in spite of its reputation for fine summer climate conditions, Napier's weather pattern during this season, as shown by the data collected during the 1970-71 summer, is not as uniform as might be expected.
- 5) although little can be done to enhance the incidence of favourable summer weather, it would appear that the provision of alternative

arrangements for outdoor public entertainment and recreation in the event of inclement weather should not be totally neglected.

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## The Water Resource

Water as a recreation resource plays a major role in supporting a number of outdoor pursuits that have come to form an important part of individual and group recreation activities, particularly during the summer months.

Most of the regional holiday resorts in New Zealand are located on the coast and therefore have access to the sea as a recreation resource. Rivers often supplement this primary water resource. Inland centres may be located near lakes (Taupo, Rotorua, Queenstown) or be proximal to rivers (Palmerston North, Hamilton).

The realisation of the water resource as a significant recreation amenity has become particularly evident over the past decade. The rapid growth of such sports as yachting, surf-lifesaving, rowing, pleasure craft cruising, motor boat racing, water skiing and surfing is testimony to the popularity of the water resource in satisfying a large number of leisure needs. And any individual who has not actively participated in these sports will most certainly have at one time satisfied the recreation aquatic 'requirement' by swimming, somewhere along the competitive-performance/casual paddle continuum, or by fishing at spots along a similar continuum marking degrees of proficiency and dedication.

Aquatic sports and activities are normally summer pursuits, thus reflecting their dependence on the favourable nature of the associated climate resource. There are, of course, exceptions to this, particularly if the number of 'woodies'<sup>(3)</sup> on the roads in winter can be believed, but the higher incidence of tourism and holiday-making in summer, together with the occurrence of warmer weather tends to promote the full potential of the water resources at this time of the year.

New Zealand's water resources for non-economic purposes are still relatively undeveloped. They have been little modified from their natural condition to satisfy any specific recreation need. Just as important as the water resource itself are associated peripheral areas because these more often than not serve as the base from which utilisation of the water resource is effected. River banks, lake shores and beach domains have become important recreation areas in their own right, and the more popular of these already bear the imprint of daily human and vehicular habitation, an imprint that has often shown too little regard or respect for these recreation and ecological environments. There is current indication<sup>(4)</sup>, however, that the water resources, and in particular the coastlines, will come in for their share of attention conservationists

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(3) vehicles used to carry surf boards.

(4) for example, the New Zealand Institute of Surveyors' symposium on Coastal Development (1969)

and from recreation planners. If the message is then made suitably clear, public appreciation and respect for this vital recreation resource should follow.

Napier is in the position to offer two forms of water resource for recreation, rivers and the sea. Both forms support a wide range and variety of aquatic sports that reach maximum utilisation during the summer months.

Within the confines of the urban area are two fairly distinct beach forms. The Marine Parade foreshore, immediately south of Bluff Hill and stretching in extent though not in name to Clifton, is a relatively steep, shingle beach that was elevated an estimated 1.83 metres (six feet) during the 1931 Napier Earthquake. The offshore sea bed continues, but to a less degree, the slope of the beach. Under prevailing sea conditions the shoaling and breaking of waves is confined to a zone of 35 to 40 metres normal to the shoreline.

The existence of this contracted surf zone produces characteristic 'dumper' surf conditions. For this reason, together with the strong backwash of broken surf down the steep beach thereby increasing water turbulence at the break-point, the Marine Parade beach is more suited to experienced swimmers. There is a recognised element of danger when the surf is running high<sup>(5)</sup>. Owing to the easterly

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(5) breaking wave height in excess of 1.75 metres.

trend of the land at Cape Kidnappers the beach is sheltered from the main attack of the frequent heavy seas from the south-east. The prevailing winds between north-west and south-west blow off-shore. There is usually a south-east swell running with a lift of from 1.2 metres to 1.8 metres. When the rather infrequent northerly cyclonic systems pass close to Napier, a sea which may at times be extremely heavy sets in from the north-east to east.

The beach itself is composed of shingle brought down by the main rivers from the Kaimanawa Ranges in the west. The beach material has become differentially distributed according to prevailing surf conditions. Generally, the larger sediment is deposited by heavy surf high above the mean high tide extent of swash action. Although there is considerable variation in the size of sediment, thereby contributing to the mobility of the beach profile, the mean diameter size of the predominant sediment type found within the swash zone is ten to twenty millimetres. At the line of wave break there is a ridge of larger shingle sediment accumulation coinciding with the zone of maximum vertical turbulence created by the backwash and the breaking wave. Immediately beyond this break point the sea bed dips and slopes off as a fine sand plain into the bay.

As a recreation resource the Marine Parade beach satisfies both passive and active aquatic pursuits. These activities are confined mainly to swimming and sunbathing, picnicking and surf casting.

The nature of the breaking waves precludes surf board riding.

The most popular part of the beach for swimming and sunbathing extends for a distance of some 650 metres north from the Sound Shell. This area is patrolled at weekends in the summer by a surf rescue unit. Beach patrons are served by dressing sheds and associated facilities, and there is an attractive car park and picnic area extending north from the Kiwi House.

Although tourists and holiday-makers may be unaccustomed to shingle beaches, particularly since New Zealand has a number of popular sand beaches, the shingle beach does have one or two advantages. There is not the problem of sand being blown about, invading food, clothes and hair. On the other hand, children have little success in building sand-castles. The shingle can become unbearably hot on fine summer afternoons.

Visitors, as well as local inhabitants, have at various times suggested that attempts be made to create a sand beach on the foreshore. This idea has probably originated from knowledge of successful attempts made elsewhere using groynes to accumulate sand which would eventually spread over the original beach surface. If such a scheme were to be implemented on the Marine Parade beach, extensive studies of the beach and wave movement would be necessary. The success of the groyne method depends upon a prevailing longshore drift of sand sediment. Although there are rivers' mouths several kilometres



to the south of the main beach area, it is unlikely that there is sufficient sand deposition from these rivers or that an adequate northerly longshore drift exists. To directly transplant a sand beach in place of the shingle stretch would be an ambitious proposition. The beach gradient has been established for the particular shingle sediment, and a new gradient would need to be created if the sand deposit were to remain for any length of time. The destructive force of the characteristic dumper surf would remove the sand off-shore fairly rapidly.

It would seem that the practicality of suggested schemes for modifying the Marine Parade beach, particularly in terms of beach sediment, is questionable. At present the beach is very popular as a recreation resource for both passive and active pursuits. It provides adequately for the summer sunbather, the competent swimmer, and the casual onlooker for whom the occasional very heavy surf can afford quite spectacular viewing.

Westshore beach, to the north of the city, is a more popular bathing beach. In contrast to the parade beach, this beach has a gently sloping sand profile which accounts for the rolling more 'orthodox' type of surf. The upper reaches of the beach are composed of an assortment of shingle and larger stones. The main part of the beach as revealed at low tide is compact sand, sometime scattered with shingle or with short cusps extending seawards from the backshore accumulation. The sea bed beyond the

mean low tide limit is a continuation of the gentle subaerial beach slope.

Westshore beach is a safe beach for swimming because dangerous surf conditions are the exception. At low tide there is often 40 to 50 metres of sand exposed which constitutes a useful play area for the more active individuals. It is customary procedure for sun bathing to be carried out on the upper accumulation of shingle and on the adjoining turfed area.

The beach is often dominated by surf board riders, particularly when suitable surf conditions prevail. It has become necessary to zone off certain areas in which surf board riding is prohibited in order to reduce the risk of injury to bathers. There is a centrally located surf club complex equipped with full rescue units although the generally safe nature of the beach reduces the club's rescue activities to a minimum.

Initial work at landscaping the upper beach area and car park has created an attractive grassed area with winding vehicular ways. A large car park, the main part of which about 6000 square metres, is located immediately north of the surf club building.

Westshore beach is regarded as a safe and popular beach by visitors and local inhabitants alike, casual observation on a fine summer Sunday afternoon bears ample evidence of this. In this way the beach plays an important role in providing for outdoor recreation activities. Its intensive utilisation, particularly during the summer months, demands that

subsequent development of the beach and its associated facilities should reconcile both the aesthetic and the practical elements of this recreation resource and its periphery to the demands of the population at leisure.

Two further beaches deserve brief mention here as they have become important recreation resources, even though they should be considered more in the regional context.

Waipatiki beach, 40 kilometres by road north of Napier, is a relatively small sand beach of about one kilometre in length. The beach of coarse sand has been formed mainly from the deposition of material eroded from the steep cliff promontories at either end of the beach. A small valley stream has also been responsible for depositional activity in the past and now forms a shallow lagoon behind the winter sand berm before entering the sea at the north end of the beach.

A number of baches have been established in the valley beyond the beach, and a farm lodge offers three self-contained cabin units each sleeping six persons.

Waimarema beach, 52 kilometres almost directly due south of Napier (and 37 kilometres south-east of Hastings) is a popular east coast beach. It is part of a small littoral plain immediately east of the coastal hills. Like Waipatiki, Waimarema is a popular swimming and surfing beach. The Waimarema

Holiday Park provides tent sites, caravan facilities and ten cabins for holiday-makers, with a community cook-house and associated amenities.

Twenty-one kilometres south-east from Napier towards Cape Kidnappers is Clifton. Although not a beach suitable for bathing because of its stony nature, Clifton and the adjacent beach settlements of Te Awanga and Haumoana are most popular as fishing locations. Boating expeditions from these beaches are quite frequent.

The Clifton Domain motor camp provides for campers, although it caters predominantly for visitors with caravans as evidenced by the provision of 144 caravan power points. The Domain is the starting point for the ten-kilometres beach walk to the gannet rookeries on Cape Kidnappers.

The beaches in Napier and within the region form an important outdoor recreation resource. The variety of beaches within three-quarters of an hour's drive from Napier has promoted the growth and popularity of many aquatic recreation activities.

It is important that the value of these resources be recognised by local authorities and that measures be taken to preserve and develop the beaches and coastline in the interests of public recreation.

The major rivers of Hawke's Bay, and their tributaries, form a recreation resource for fresh water angling as well as for swimming and picnicking along the number of pleasant riverside locations. The rivers are generally shallow and braided, thereby limiting the extent of boating and rowing activities.

The Tukituki River rises in the foothills of the Ruahines and flows for some 65 kilometres through mainly undulating to flat country before reaching the sea at Haumoana. There are a variety of waters, although mainly fast rapids and deep pools offering both Rainbow and Brown trout for the fisherman.

The Ngaruroro River is a large shingle river with about 50 kilometres of fishable waters, although fishing conditions vary considerably according to the season.

The Tutaekuri River, rising in the Kawekas north-west of Napier, has a shingle bed in its middle and upper reaches. Lower down the river, the pools are deeper and offer good fly-fishing in the early evening hours. There are several popular picnic spots along the Tutaekuri west of Taradale.

Flowing into Hawke Bay about 16 kilometres north of Napier is the Esk River. Although the river at present offers very little fish, apparently on account of the effects of a disastrous flood in 1938, the Esk Valley is an attractive and popular picnic area.

Complementing the rivers as a recreation

resource for both fishermen and holiday-makers is Lake Tutira, 45 kilometres north of Napier on State Highway 2. The lake, covering 178 hectares (440 acres), is a bird sanctuary and motor boats are prohibited from the lake. Basic camping facilities are provided and cabins on the eastern shores are available for hire. Tutira is stocked with both Rainbow and Brown trout. The Hawke's Bay Acclimatisation Society regularly liberates trout fingerlings and fish fry in Sandy Creek which draws from the north of the lake.

The recreation value of water resources is becoming increasingly appreciated by both holiday-makers and tourism campaigners alike. The utilisation of the water resources reaches a maximum in summer, the expected result of the simultaneous occurrence of warmer weather and the influx of holiday-makers and the most preferred period of annual holiday leave.

The existence of a variety of water resource forms allows for a wide range of recreation activities to be pursued. Of paramount importance, however, is the need for local body and regional development authorities to fully appreciate the recreation potential of the water resources in and around Napier, particularly that of the coastline and the rivers, and to develop these resources in accordance with appropriate conservation procedure and in the best interests of public recreation.

## The Location Resource

In order to gain some measure of the significance of a holiday centre or region with respect to its geographic position, the term location resource is introduced here. The three variables of the location resource relate to the distance of the particular resort area from major concentrations of potential holiday-makers, the proximity of main tourist traffic networks, and the supply of recreation resources and amenities available.

In the first instance it is presumed there to be a positive correlation between the major concentrations of potential holiday-makers and the main clusters of urban settlement in New Zealand. Using the new statistical division concept introduced by the Department of Statistics for the 1971 National Census, the Hawke's Bay region is located between the two statistical divisions in the north of the North Island, Auckland and Hamilton, and the two statistical divisions in the south, Palmerston North and Wellington. The Auckland-Hamilton pair together contain close on 850,000 people<sup>(6)</sup> while the Palmerston North-Wellington pair contain just over 400,000. In addition to this, there are a number of secondary contributing areas such as North-

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(6) National Census, 1971.



land, Bay of Plenty, Volcanic Plateau and Taranaki, as well as the total South Island source.

On the distance variable alone, although not as well positioned as the Volcanic Plateau region with respect to the major population concentrations in the northern half of the North Island, the Hawke's Bay region and its tourist industry benefits from a central, although coastal, position between the broad concentrations of population in the North Island.

The North Island axial ranges divide Eastland (East Coast, Poverty Bay, Hawke's Bay, Wairarapa) from the remainder of the North Island. Tourist traffic in the vehicular form can enter the Hawke's Bay region from two main directions, from the north-west over the Napier-Taupo highway, or from the south having passed through the Wairarapa or through the Manawatu Gorge. A secondary access route is from the East Cape (Gisborne) region.

Considering first the flow of domestic tourist traffic south from the Auckland region, there are at Hamilton two main directions that can be taken if the journey is to be continued southwards. In terms of recreation resource supply, the route south-eastwards over the Volcanic Plateau has the most to offer. The other route which leads either through the inland King Country region or around the Taranaki coast, if not being in itself the ends to the particular holiday, serves primarily to carry traffic to a convergence in the Manawatu region, from where journeys to Wellington and the South Island can be made.



The journey (from Hamilton) south-eastwards through Rotorua to Taupo can be extended in two main directions, either to Napier on State Highway 5 or through the central North Island following State Highway 1 to the Manawatu. Considering further these two alternative routes from Taupo to Palmerston North, the Hawke's Bay route that follows State Highway 2 south from Napier is approximately 66 kilometres (41 miles) longer which represents about an hour's extra travelling time.

The intention of the foregoing explanation is to show that for a holiday tour in summer from the northern half of the North Island southwards, the journey that passes from Taupo through the Hawke's Bay region loses somewhat in actual travelling time yet possibly provides more in the way of recreation resources and amenities than would the journey southwards through the centre of the North Island<sup>(7)</sup>.

Domestic tourist traffic from the South Island and from Wellington moving northwards has a similar choice of direction to be made on reaching Palmerston North, or Woodville if the Weirarapa route has been taken. It would seem reasonable to presume that a good proportion of this north-bound traffic would choose the Hastings-Napier-Taupo route from the point of view of the relative attractiveness of recreation resources and amenities in the region. The journey through Hawke's Bay to Taupo passes

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(7) since the summer season is considered, the influence of the Tongariro National Park snow-fields as a recreation resource is discounted.

through a fairly centralised population of over 100,000 which increases the probability of holiday-makers visiting friends and relations on their journey into this region.

No actual measure of domestic tourist flow within the North Island has been made along the lines just suggested and therefore without the support of quantitative data, the brief discussion on the relative favourability of Napier's location with respect to its position on major tourist traffic routeways remains essentially a matter of speculation.

By way of conclusion, however, it would seem apparent that in terms of the location resource, Napier is by no means at a disadvantage with respect to distance and accessibility from the major concentrations of population in the North Island. It appears to have the particular advantage of serving equally well as both a holiday terminus and a resort for transitory tourists.

The recreation resources considered in this section have been climate, water and location. To these three could be added a fourth, that of the forest resource, which includes the numerous native park and bush reserves and forests that holiday-makers may visit for picnics and bush walks.

The study of recreation resources and their respective roles in creating, singly or together, a favourable context for the pursuit of the many forms of outdoor recreation, is a necessary and basic activity for those individuals or groups actively involved in both the planning and providing of recreation amenities and services.

Because the recreation resources are essentially natural resources, their appraisal and utilisation must be directed along lines of management that have due regard for the functioning of the natural systems that these resources, in particular water and forests, represent.

Recreation activities like tourism that bring intense pressures to bear on the water and forest resources in New Zealand during the summer months need to be understood more fully so that the impact of their processes can be anticipated and controlled in order not to cause a deterioration in the present quality of the country's recreation resources.

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### SECTION THREE

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#### RECREATION AMENITIES

Within the broader context of the recreation resource are a number of a variety of facilities that serve to provide varying degrees of recreation fulfilment and satisfaction. These facilities where they are perceived as being of some value in the pursuit of recreation shall be termed recreation amenities for the purposes of this thesis.

Recreation amenities are essentially cultural creations and reflect to some extent the types of recreation activities and pursuits that are currently held desirable by the society.

Recreation amenities provide for both formal and informal, passive and active forms of recreation. In most urban areas there is at once a basic supply of recreation amenities in a variety of forms. These are generally manifested as open spaces and entertainment centres, designed to satisfy the recreation play patterns and leisure activities of the city-dweller. Often superimposed upon this supply of urban amenities are a number of recreation amenities not specific to the demands of the resident

population. In many instances there is not a clear division between the role of the urban amenities and these superimposed tourist attractions, and often both forms are utilised equally by the urban inhabitants in pursuing their recreation activities.

The variable nature of recreation amenities reflects the range of demand for them, and this in turn depends upon the extent to which public recreation is promoted in the society. Not all recreation amenities experience the same degree of utilisation. Some, like outdoor swimming pools for example, are subject to seasonal use. Others, like sports parks, accommodate different types of recreation during the year. Halls may be used for dances or concerts or sports of an indoor variety and are therefore multi-purpose recreation amenities. Still other urban amenities such as libraries and picture theatres are almost entirely specific in their recreation function.

Differential utilisation of recreation amenities may be the result of the activities being age-specific. The more active forms of recreation, such as contact team sports, will appeal only to a certain age group as far as participation is concerned, and yet spectator observation may not be so limited.

Freedom of use does not prevail completely. Although physical access is not normally a problem in urban areas, there are types of restrictions

placed on the utilisation of recreation amenities by all sections of the community. Besides the physical attributes necessary to enter some of the more active sports forms, there are age restrictions placed on the attendance at some entertainment amenities, for example, drinking houses and picture theatres, and, as some would readily believe, social and financial restrictions on other forms as evidenced by the magnitude of waiting lists and registration entry fees to some of the more 'exclusive' sports and social clubs.

It would appear that urban areas that cater for a certain amount of domestic tourism should provide more than the normal range of urban recreation amenities, since this same range is usually available to the urban holiday-maker without his having to leave home. Most tourist resort towns have consequently developed specific tourist attractions to serve as added recreation amenities for the visiting holiday-makers. Most of these tourist attractions are available for utilisation by the local population as well. The one possible exception to this are the accommodation houses, particularly the motels, which are normally specific tourism amenities. For the purposes of this thesis, however, tourist accommodation will be considered separately as a recreation service in Section Four.

The utilisation of urban amenities and tourist attractions by visiting holiday-makers is influenced by a number of factors, many of which

relate to the characteristics of the visiting individuals or groups. The age of the group members, for example, may limit the ability or inclination to utilise some particular amenity. The composition of the group will determine to an extent the independence of its individual members in attending certain amenities and entertainment forms. The degree of appreciation of particular amenities may be influenced by the length of stay of the visiting group and its mobility.

At this point an important consideration arises relating to the implications of group mobility. Almost all domestic tourists travel in private motor vehicles and these ubiquitous units are the instruments of most of the movement within the tourist resort itself. There is very little physical restriction on the scope and range of vehicular tourist traffic. One growing problem associated here is that in many resort centres much congestion is caused by holiday-makers and tourist traffic. The intensity of congestion is greatest around the more popular recreation amenities that are at a distance sufficiently removed from a concensus of points of origin to involve the use of a motor vehicle . In some cases the qualification of 'distance sufficiently removed' is rather arbitrary since for distances of even less than say a kilometre some tourists would not consider forsaking the use of their car.

Not only then must recreation amenities and

tourist attractions be served by adequate access networks but also there must be provided adequate car parking space in the vicinity of the amenity. As to what constitutes adequate provision is a matter for qualification. It is undesirable for the motor vehicle to detract from the perception of the amenities involved, and likewise for it to disfigure the natural landscape associated with the particular amenity. Despite its obvious quality of versatility as a transport unit, the motor vehicle will continue to present problems of tolerance and assimilation with respect to the natural environment.

Since the provision of adequate accommodation for motor vehicles at points of concentration of recreation activities is a necessary factor in recreation planning, a brief consideration of this provision follows.

Although a compact unit the motor car requires on average a standing space of from 15 to 22 square metres (160-240 square feet). At least another twelve square metres (130 square feet) per vehicle is necessary to provide adequate access and turning space for the vehicles. Based on these arbitrary figures, the following exercise, hypothetical but approaching the condition of the Westshore Beach Domain in Napier, estimates the demand made on available land space by motor vehicles during a period of peak amenity utilisation.

If the amenity attracts at one time a total of say 2000 people, and if the amenity is so located as



to necessitate the use of motorised transport, then at a conservative estimate at least 80 percent, or 1600, of the visitors would arrive in private vehicles. If the carrying capacity of each vehicle is three to four persons, then approximately 500 cars would require parking space in the vicinity of the amenity.

Five hundred cars each requiring an average standing space of 16.75 square metres (180 square square feet) would occupy a total of 8375 square metres (approximately 90,000 square feet). If vehicle access ways and turning space requirements are estimated at twelve square metres per vehicle, then 500 vehicles would require a further total of 6000 square metres (65,000 square feet).

A recreation amenity capable of drawing 2000 people at one time would therefore require about 14,500 square metres (156,000 square feet, or 3.58 acres) to accommodate the accompanying motor vehicles.

Some amenities may provide this necessary parking space for vehicles in a single unit of land but often where the amenity is within an urban area, parking space is usually limited to street side or to small car-park units where the vehicles of the holiday-makers have to compete for space during the working week with the commuter vehicles of the urban work force, who normally gain ascendancy in this respect since their day begins relatively earlier.

Particularly in New Zealand, the motor vehicle, perhaps inevitably, has become the hall-mark of a population at play. In planning the leisure landscape with recreation amenities, considerations of likely vehicle space demand must be taken into account in such a way that the environment is not subordinated to the will of the wheel. The motor vehicle is a unit not easily incorporated into the landscape, and the continued success of many recreation amenities will depend not only upon the power of attraction of the amenity alone but also upon the provision of suitable parking facilities in association with the amenity.

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The study of recreation amenities that follows in this section of the thesis has been divided two-fold. Firstly, a consideration of those termed urban amenities which are taken to include parks and reserves, and recreation and entertainment centres or institutions. In this, Napier's urban amenities will be drawn on exclusively to show the types of amenities that are provided for public leisure and recreation activities.

The second part deals with the recreation amenities that have been termed tourist attractions. Here again, Napier is used to example the general role of tourist attractions in the overall pattern of recreation in the city. In this a fairly detailed account is given of the Marineland complex which is perhaps Napier's most important and well-known tourist attraction.

## Urban Amenities

### a) parks and reserves

Urban parks and green belts are recognised as providing an essential recreation amenity for urban dwellers. The parks serve not only as centres for a variety of sports activities but also as breaks in the residential and commercial structure of the city. As such they are of aesthetic as well as practical value.

Napier possesses a considerable number of parks and reserves that function in both passive and active recreation capacities throughout the year. A total of approximately 330 hectares (815 acres) representing just over one-eighth of the city urban area<sup>(1)</sup> is classified as park and reserve recreation land. This land can be divided into four main categories according to function:

- 1 gardens and reserves
- 2 sports parks
- 3 domains
- 4 neighbourhood parks

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(1) as at the summer of 1971-72.

A brief description of the main urban parks and reserves follows, based on observations made in Napier during 1972.

The gardens and reserves function primarily as areas for passive recreation. Six major locations are to be identified in this group. The five hectares (12 acres) of the Botanical Gardens on the southern slopes of Hospital Hill present a variety of mature botanical specimens, as well as aviaries containing captive and free-flying birds. Besides the traditional Carols by Candle-light festival held on the Sunday night preceding Christmas Day, the Botanical Gardens, although used occasionally for small public gatherings and festivals, would lend themselves well to more frequent use of an appropriate nature. The Clive and Memorial Squares on lower Emerson Street are small garden areas with decorative trees. If Emerson Street is eventually created into a pedestrian mall, as would seem a fairly logical development, these two small reserves will admirably complement the redevelopment programme associated with such a move. Tiffen Park is a small wooded hillside reserve with views overlooking the city and the bay to Cape Kidnappers.

The Georges Drive reserve (Alexander Park) is a garden and waterway ribbon development on the former banks of the Tutaekuri River whose mouth was diverted south of the city during the 1931 Earthquake.

Alexander Park, together with Te Awa Park as its southern extension, stretches for just over three kilometres from Willowbank Road in the south in an arc around to Taradale Road, following the line of the old watercourse. This reserve of just under 50 acres is studded with trees throughout its length, and is popular as a play area and for picnics in summer.

Kennedy Park in Marewa has been developed into an attractive municipal camping ground and, together with an extensive adjoining rose garden containing over 3000 blooms, covers seven hectares.

Anderson Park directly north of Greenmeadows on the Napier-Taradale arterial road was previously the Napier Park Racecourse. Its 36 hectares are now being developed with play areas and artificial water bodies for model boat sailing and associated activities.

There are eight main sports parks in the city that accommodate the usual variety of winter and summer sports activities. Most of these parks play a dual role in providing for a major winter sport and a major summer sport. In addition to these public sports fields there are a number of school playing fields that are used regularly for weekend sports activities.

The Napier Centennial Hall in McLean Park functions as a multi-purpose sporting complex in

providing for basketball throughout the year as well as indoor soccer, indoor hockey, table tennis and recently developed indoor track and field meetings. The Centennial Hall serves also to house exhibitions and indoor shows, displays and festivals.

Napier's Olympic Pool and Aquatic Centre were opened in Onekawa Park in 1964. Here there are also twelve all-weather tennis courts that are used for netball in the winter. Associated with Whitmore Park is the Napier Revue Roller Skating Club's rink.

Besides the main sports parks there are several sets of tennis courts within the city and a number of bowling greens and croquet greens. South of the city at Awatoto are the Maraenui Golf Links, and over the Tutaekuri River south of Paradale are located the Waiohiki Golf Links.

The city domains constitute areas that have been developed along various lines of recreation and scenic value. The most significant and well-known of these areas is the Marine Parade upon which many of Napier's tourist attractions are to be found<sup>(2)</sup>.

Westshore Domain is essentially a beach area

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(2) see Figures 1 to 4 on pages 81-84.

whose recreation function was briefly discussed earlier on pages 48 to 50. The Westshore Lagoon, immediately south of the Hawke's Bay Airport and covering just over 50 hectares, is being developed with plantings into a wild-life reserve for water fowl and wading birds.

Papakura Domain, just over six kilometres south of the city, draws large numbers of spectators during the summer to the Meeanee Speedway. Popular events include saloon and stock-car racing, TQ car racing and motor cycling. At other times the domain is host to the occasional rodeo show and axmen championships.

The Bluff Hill Domain, 102 metres above sea level overlooks directly the wharves and terminals of the port of Napier. Extensive views of Westshore and beyond are afforded to the north. Mahia Peninsula can be discerned across the bay on a clear day. An appropriate development for this domain would be the construction of a summit kiosk or tea rooms. A more ambitious project would be to establish a restaurant sufficiently well sited to afford a panoramic view of Napier's hill and parts of the expanding city suburbs. It would be possible to provide adequate car parking space on the domain although such a development would necessitate the widening of the Lighthouse Road access way.



The neighbourhood parks in Napier are small playfield reserves each located in the various suburban areas. They are often associated with suburban shopping centres or with primary schools and usually provide a small area of play equipment for children.

From a survey of the land requirements of outdoor recreation in Essex by Winterbottom (1967), it was found that the physical needs of the population amounted to 3.5 acres per 1000 population but that the aesthetic and peripheral needs increased this to ten acres per 1000 population<sup>(3)</sup>.

It is apparent<sup>(4)</sup> that Napier more than satisfies this British requirement for outdoor recreation land quite comfortably with almost 850 acres for its 45,000 inhabitants at 18.89 acres per 1000 population.

Napier's parks and reserves provide an important complement to the recreation resources of the city and its environs. The attractive appearance and order of these outdoor recreation areas serves to enhance the overall favourable impression of the city

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(3) Winterbottom, J., 1967, Land Requirements for Outdoor Recreation.

(4) see Appendix 2.

made on visitors and tourists. Continued planning and development of the parks and reserves along practical as well as aesthetic lines will ensure the success of these areas as recreation amenities untoward local inhabitants and visitors alike.

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## Urban Amenities

### b) recreation and entertainment centres

Indoor forms of public recreation are provided by entertainment centres and leisure institutions that include picture theatres, dance halls, drinking houses, restaurants, theatre halls, art galleries and museums, and libraries. These recreation amenities function throughout the year although the periods of maximum utilisation for the majority of them occur, as might be expected, at the end of each week where most leisure time accumulates. Utilisation becomes more extensive particularly during the Christmas-New Year period when entertainment and service hours are extended and additional shows are performed.

Napier has at present two motion picture theatres. This may appear a rather lean allocation for an urban population of around 45,000, particularly since Hastings has three. Relatively small attendances, however, on week nights might justify the absence of the third theatre that was closed several years ago, probably to mark the coming-of-age of television as an informal recreation device. During the summer period the policy is for theatre administrators to endeavour to screen a greater

proportion of films of general family entertainment value. In this way a greater productive use is made of the potential created by school children for recreation entertainment.

There are a number of dance halls in the city. Without examining the sociological implications associated with attendance at public dances, suffice to say that this particular form of recreation is in a steady state of change, particularly in so far as it relates to teenagers and young individuals. A survey of public demand for dances in Napier has not been made but, from observations, the supply at present is orientated towards teenagers, from whom the demand grows and the supply subsequently becomes more and more specific and exclusive to that group. As far as summer recreation is concerned, however, a worthwhile suggestion would be to investigate the possibility of converting the Marine Parade skating rink into a dance arena for an hour or two on summer nights. This move would in fact require little in the way of conversion of existing facilities and might prove to be a popular casual activity, particularly for the adult age group.

Although an age-specific amenity, the drinking houses in Napier are a well-patroned venue for adults during the evenings. The competition that has grown among drinking houses has promoted the improvement of standards to the extent that most of these institutions now provide a relaxed and convivial atmosphere for both visitors and locals. Most drinking houses offer entertainment, still in the music line, to complete

the evening.

There are four licensed restaurants in the city, and a number of unlicensed restaurants where a variety of meals can be obtained. Several visitors to Napier during the 1970-71 summer period commented on their inability to find eating houses providing normal service during the peak Christmas Day-New Year period. A survey that followed up this particular point revealed that most of the recognised restaurants, on their own admissions, were open for quite reasonable hours over this peak holiday period. There appeared at the time, however, still a need for a restaurant to cater for the weekly evening meal out in town. This situation has since been rectified to an adequate count, and most individual and group tastes are satisfactorily catered for.

Napier's Art Gallery and Museum have proved to be a popular attraction for visitors to the city. According to a locally produced publicity handbook, "the Hawke's Bay Art Gallery and Museum gives you the opportunity to study at first hand a great variety of ancient Maori artifacts, historical documents and other absorbing information about Napier in particular and New Zealand in general. The Museum has a fully documented pictorial record of the great earthquake of 1931. The Art Gallery section has constantly changing art exhibitions."<sup>(5)</sup>

Public libraries constitute an essential community service that provides mainly the domestic

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(5) Holiday Information Booklet, published by the Napier Development Association, 1971.

population with the means for pursuing its various recreation activities in a literary vein.

The figures of book borrowings from the Napier library by both adults and children show little change in absolute numbers over the past four years. This suggests that book reading as a leisure pursuit, though a well-practised activity for some, is not growing for most. The number of books borrowed by adults centres around a monthly mean of approximately 20,000, whilst that of children fluctuates between 7000 and 11,000, depending on the month of the year.

The public library in Napier, however, has unfortunately suffered during 1972 in the hands of misdirected administration by the city council. As a result of this, public reaction rose sufficiently high in some quarters to create, for a time, quite a controversial issue of the matter.

From this and other debates that occur from time to time, it appears that Napier's public have some awareness of the value of the services provided by the recreation amenities in the city and thereby indicate that they are prepared to take some directive action in the provision and maintenance of these amenities.

Napier has one main public theatre hall where dramatic performances, operatic shows, ballets, music shows and other cultural activities are performed, by both local and visiting troupes. Like other urban centres in New Zealand of comparative size, Napier is still on the fringe of cultural development and appreciation. This is perhaps the reflection

of an inherent trait of the national character where only in the larger urban centres has the demand for cultural performances become apparent and subsequently catered for. Local attendances at visiting shows and dramatic performances are often embarrassingly poor, so much so that Napier is sometimes by-passed by touring companies in favour of Palmerston North or even Hastings. It is felt that the time is nigh for the establishment of a professional group theatre in Napier to provide the necessary cultural elements of recreation for a population of, as yet, relatively unsophisticated tastes generally.

Napier appears to possess an adequate supply of urban recreation amenities although the influence of outdoor recreation in summer probably manifests itself more so in Napier than perhaps in other coastal resorts of comparable size.

In general, the development and maintenance of Napier's urban amenities is most satisfactory, and the botanical displays in particular throughout the city and suburbs have drawn favourable attention and comment from many visitors to the city.

## Tourist Attractions

The success of Napier as a tourist and holiday resort is due primarily to the fact that within a broad environmental context whose conditions are quite favourable to outdoor recreation, there is a concentration of a variety of recreation amenities within the city and, more specifically, along the Marine Parade. This condition ideally suits the short-stay one night stop of the overseas touring parties because with a minimum of time spent in travelling, the continuous line of recreation amenities and attractions on the Marine Parade can be visited. This en masse showing of tourist attractions is often instrumental in creating a favourable impression of Napier.

While the short-stay visitors, both from overseas as well as domestic, can absorb most of the amenities and centres of entertainment with an intensive tour of the city's attractions, Napier provides also most adequately for the long-stay visitors. Besides the local urban attractions, there are many regional attractions that can be enjoyed by holiday-makers whose stay may extend over several days.

In addition to catering for all lengths of stay, the fact that most of the entertainment and forms of attraction are suitable for all age groups



makes Napier a popular family resort centre. This, together with the perceived informal holiday atmosphere that pervades the city during the summer, is the essence of the success of Napier's tourist industry.

The account that follows deals with Napier's tourist attractions in two categories, those located mainly on the Marine Parade that make up the local attractions, and the more distant or regional attractions that may occupy up to a full day's recreation time.

## Local Tourist Attractions

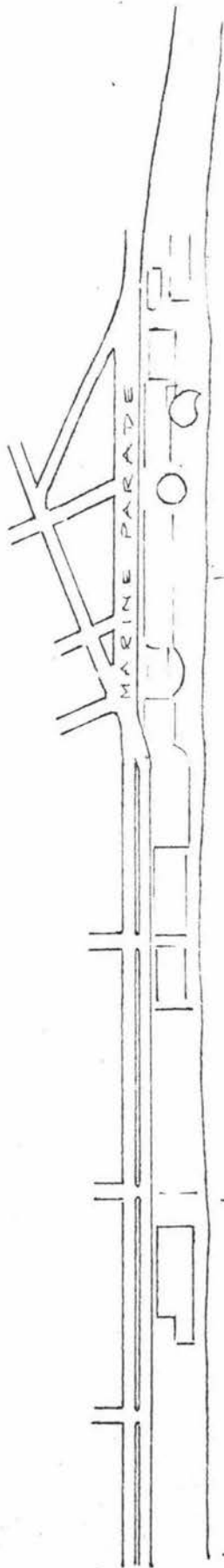
The initial advantage of possessing an attractive and accessible foreshore area within the city has been capitalised on over the past 15 years to the extent that now the Marine Parade is the focus of Napier's holiday and tourist attractions. This narrow strip of foreshore, extending some 2.75 kilometres north from the southern city boundary, has been intensively developed. The series of plan diagrams on the following pages show the nature and distribution of the Parade attractions. The Marine Parade plan map (Figure 1) shows the extent of each of the three following section plans of the Marine Parade (Figures 2 to 4) which in turn depict the distribution of the major recreation amenities and tourist attractions along Napier's foreshore.

The present condition of Napier's Marine Parade is adequately described in the following extract from a Napier Tourist Guide Booklet:

"There may be more pretentious tourist attractions throughout the world but it is unlikely that you'll come across anything which quite matches Napier's famed Marine Parade. Here is a mile-long strip of coastline which offers a unique concentration of pleasure and enjoyment. Whether

FIGURE 1  
Plan Map of Marine Parade  
(Scale 1 : 6250)

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↑  
CBD



See Figure 2 for  
enlargement

See Figure 3 for  
enlargement

See Figure 4 for  
enlargement

FIGURE 2

Marine Parade

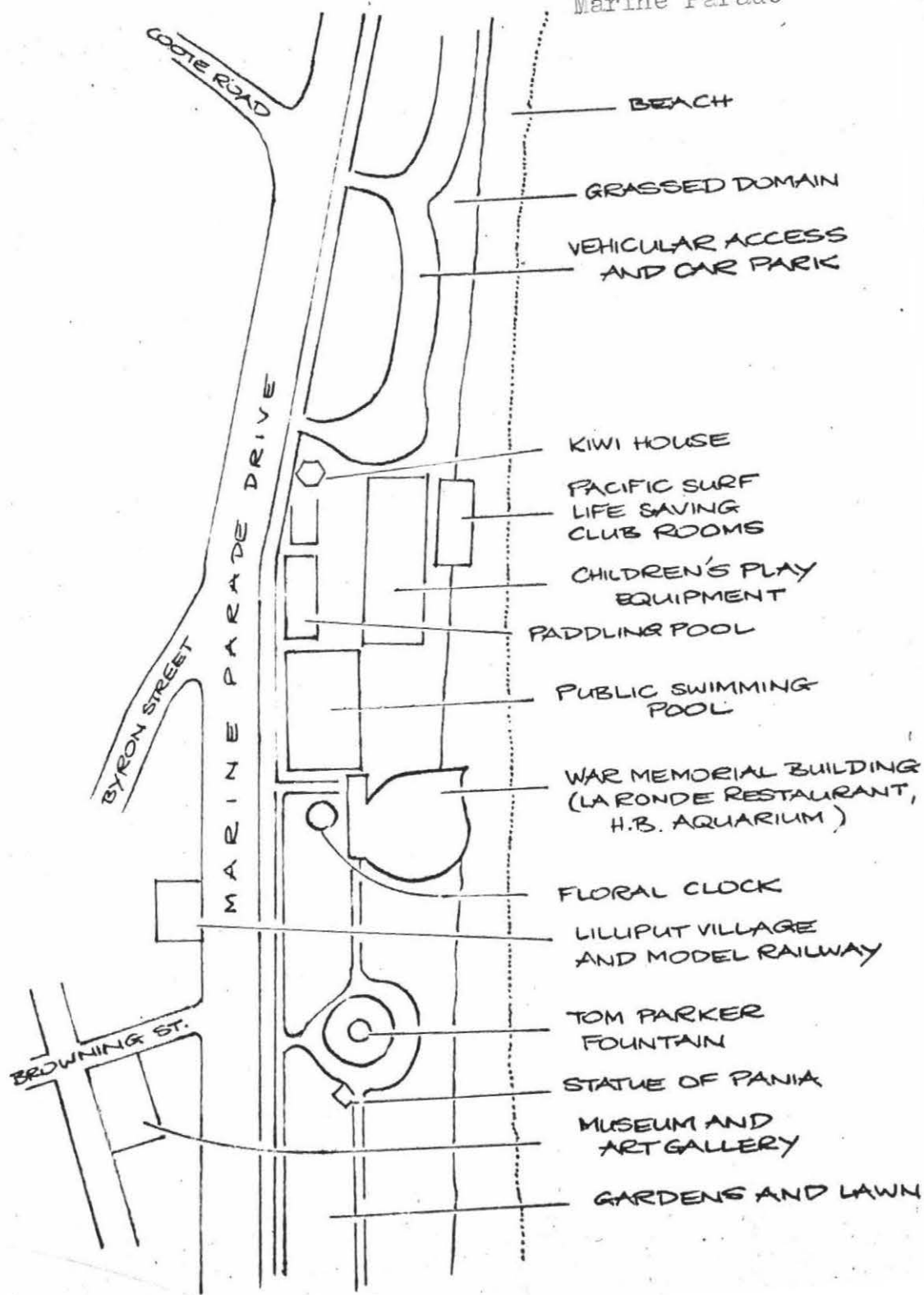


FIGURE 3

Marine Parade

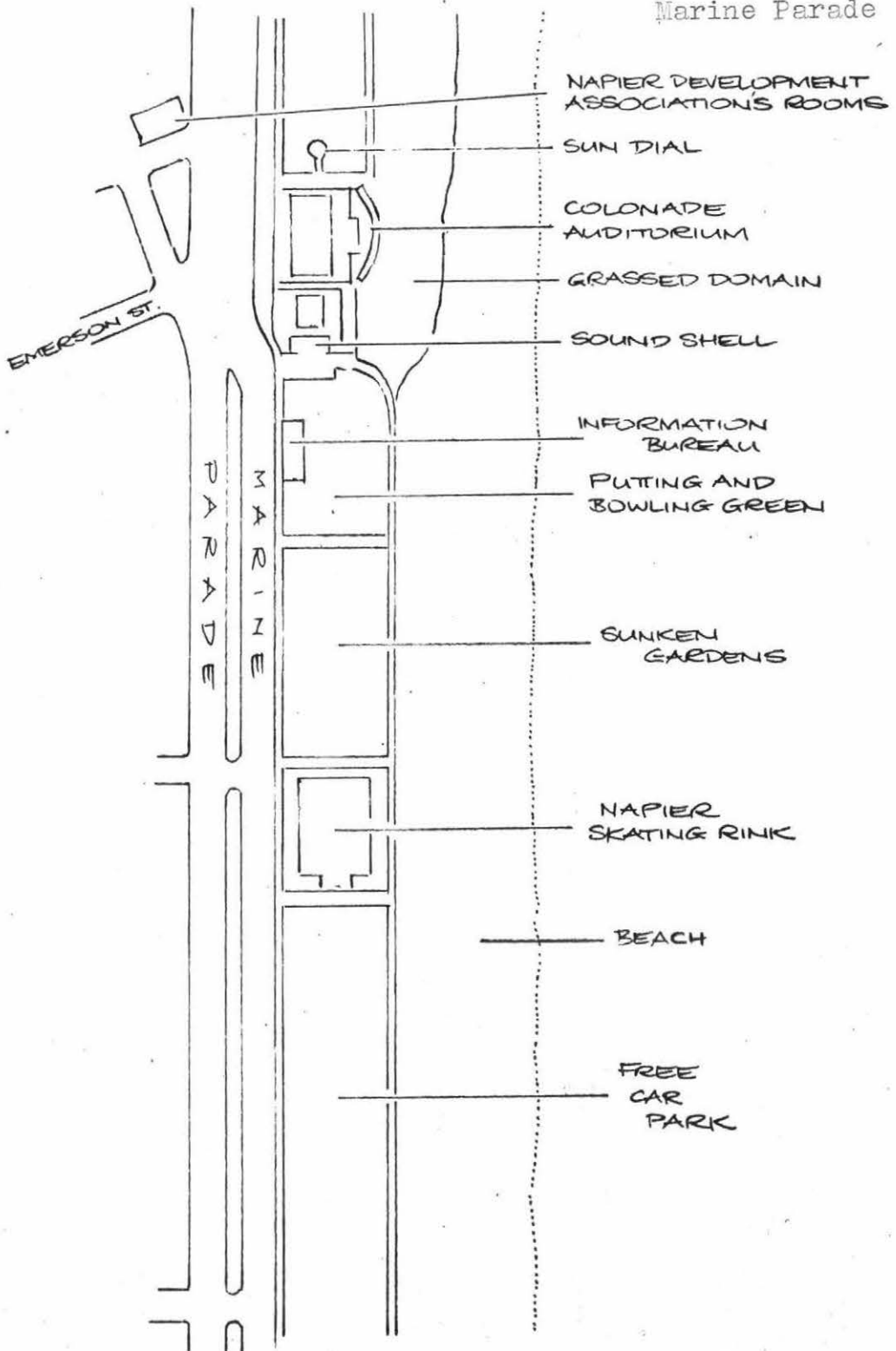
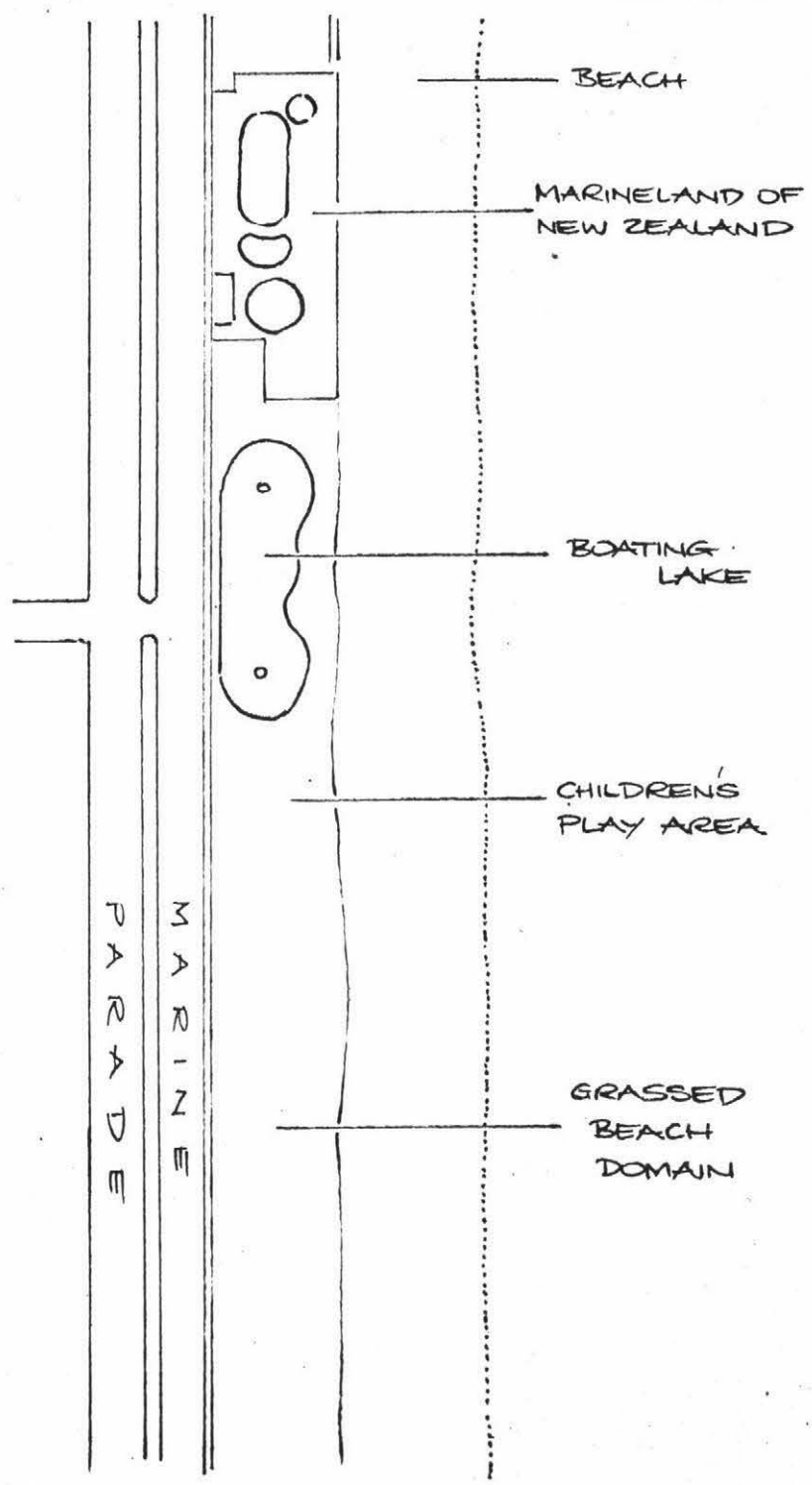


FIGURE 4  
Marine Parade



you are young or old, bursting with energy or simply seeking relaxation, the Parade offers just the tonic for you.

"At the north end there is the spacious picnic area laid out in shrubs, lawns and picnic tables and chairs. Walking south you come to the CHILDREN'S PLAYGROUND with its wide variety of playground equipment, and the PADDLING POOL.

"A new display house for displaying LIVE KIWIS in a real bush atmosphere with good lighting for close-up photographs, is sited next to the paddling pool.

"Then there is the attractive LIDO SALT WATER SWIMMING POOL, with its dairy-milk bar accessible from inside the pool or from the Parade itself.

"Right alongside is the WAR MEMORIAL containing a licensed restaurant, ball room, conference room and AQUARIUM. And allow at least an hour here for once inside the Aquarium you will become fascinated and completely absorbed in nature's wonders of the deep.

"From the Aquarium, fronted by the beautiful FLORAL CLOCK, you will emerge into a world of peace and tranquility as you stroll through the immaculately kept gardens. Here you will find the arresting beauty of the bronzed statue 'PANIA OF THE REEF'.

"Just a few yards further south (sic) is the coloured FOUNTAIN and still more close-clipped lawns, shrubs and native trees which adjoin the COLONADE AUDITORIUM with SUNDIAL and many other historical features. From here you walk right into the entertainment centre area fronted by the

SOUND SHELL which, over the Christmas-New Year period, becomes the centre of fun and entertainment.

"Across the road is the LILLIPUT ANIMATED VILLAGE and RAILWAY, Napier's latest attraction. This is a fascinating new city entertainment for young and old. On past the Sound Shell to the INFORMATION CENTRE overlooking the PUTTING GREEN which has kept many a visitor ensnared for hours on end.

"Right alongside is yet another exciting feature development on this action packed pleasure ground. The SUNKEN GARDEN is a visual delight in stark contrast to the concrete and bitumen unreality with which most of us live.

"On further to the long-established Napier Skating Club's SKATING RINK where you may hire a pair of skates and try your luck and test those unused muscles. Or like most of us you can be content to tarry a while and marvel at the skill of the youngsters. Backing the Skating Club building is a vast car park.

"And now you come to Napier's famous attraction, the MARINELAND OF NEW ZEALAND with its dolphin and sealion pools. If you arrive there during show time you will experience one of the most memorable half hours of your life ..

"From Marineland you join the crowds moving further south to the man-made BOATING LAKE and southern CHILDREN'S PLAYGROUND. Here you may hire the miniature catamaran-type paddle boats, or pile aboard the colourful miniature train ..



"Adjoining the Children's Playground, the Mardi Gras sideshows and fun area operate during the holiday season ... (6)

This piece of rather typical publicity prose adequately describes, nevertheless, the Marine Parade holiday amenities. The prose description serves also to illustrate the degree to which recreation attractions and activities are physically concentrated along the foreshore area, a factor which contributes in no small way to the relative success of Napier as a tourist and holiday resort. The realisation of the Parade's worth to the city is evident from the care and protection that local authorities meter out through policy and administration towards the amenities.

Over the past two or three seasons, admission charges to some of the attractions have increased. While these increases may have resulted from the effects of such factors as higher operating costs, increased staff wages, and structural improvements and alterations in some instances, it is to be hoped that the various amenities be identified first and foremost as providing an opportunity for recreation and that the profit-making aspects of operation remain subordinate. At present a family group of two adults and two children who attend most of the attractions on the Parade would spend up to say six

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(6) Napier Tourist Guide Booklet, published by the Napier Development Association, 1971.

dollars on admission charges, as follows:

TABLE VI

Admission Charges to Marine  
Parade Amenities for a Visiting  
Family Group, 1971-72 Summer.

	Adults (2)	Children (2)
Kiwi House	50c	20c
Swimming Pool	40c	20c
Aquarium	60c	30c
Lilliput Village	60c	30c
Putting Green	40c	20c
Marineland	1.20	40c
Boating Lake		20c
	\$3.70	\$1.80

Added to those expenses would commonly be the cost of ice creams and soft drinks, or afternoon tea, as well as slide or postcard souvenirs, thereby increasing the expenditure total in this theoretical case to possibly eight dollars which must objectively be considered as not too excessive, all things being considered.

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The account that now follows relates to the two major tourist attractions in Napier under the control of the Hawke's Bay Aquarium and Planetarium Board. These are the Marineland complex, and the Aquarium.

## Napier's Marineland

The best-known tourist attraction on the Marine Parade is the Marineland of New Zealand complex which began public performances in 1965. The Hawke's Bay Aquarium and Planetarium Board, set up to administer and develop Marineland, was established in mid-March, 1965. At this time the dolphin pool with five exhibits, and the aquarium, were together grossing \$600 a week from attendance takings. The five dolphins had been captured in Hawke Bay after the earlier promised supply of two dolphins from Coolangatta (Queensland) could not be realised. By the end of March, 1965, an estimated 42,000 people had paid over \$3700 to view these non-performing (at that time) animals. Subsequent annual takings and attendances from the first full year of operation, 1966, are as follows:

TABLE VII

Annual Attendance Figures and  
Takings for Marineland, 1966-1970

Year ending December 30	Numbers	Gate Receipts
1965 (part)	169,398	\$15,656
1966	200,034	\$37,002
1967	195,682	\$45,240
1968	187,852	\$48,464
1969	126,907	\$45,227
1970	135,075	\$50,057

Source: Napier City  
Council

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Attendance figures at Marineland (and at the Aquarium) dropped considerably in 1969 (see Table VII) but recovered slightly in 1970. Increased admission charges for the 1970-71 summer season did not affect attendance numbers for that period, nor at any subsequent time, and receipts from gate takings from November 31, 1970 to November 31, 1971 totalled just over \$60,000.

As is the case for many tourist attractions, attendances at Marineland show great seasonal fluctuation with maximum figures recorded, as expected, during the summer months.

Attendance figures, and therefore gate receipts can be affected by certain conditions. There can occur variations in actual performance routines which may obligate reduced admission charges. Performances, scheduled twice daily at 11 am and 3 pm, except for the period from Boxing Day to January 31 when three shows each at 10 am, 2 pm and 4 pm are held, may be cancelled in the event of unsuitable weather. Special additional shows may be arranged, or combined with other forms of entertainment such as, for example, beauty shows and royal tours.

The summer season of 1970-71 proved to be a most successful period of entertainment as far as Marineland, and indeed other Parade attractions, was concerned. Attendance and receipt statistics for Marineland for each of the three months of the summers of 1969-70 and 1970-71 follow:

TABLE VIII

Summer Statistics for Marineland  
1969-70 and 1970-71

	1969-70		1970-71	
	Numbers	Takings	Numbers	Takings <sup>(a)</sup>
December	8,819	3,053	13,600	6,300
January	25,412	8,456	37,509	15,871
February	8,643	3,669	8,850	4,638
	<u>42,874</u>	<u>15,178</u>	<u>59,959</u>	<u>26,809</u>

(a) takings in dollars (\$)

Source: Napier  
City Council

The 1970-71 attendance figures (Table VIII) represent a 39.9 percent increase on the figures for the same summer period of 1969-70. The 76.7 percent increase in gate receipts over the same period is inflated by the increased admission charges operative during the 1970-71 summer season. The statistics (Table VIII) serve also to highlight the dominance of January in terms of numbers and takings although, as pointed out previously, there is an additional daily performance at Marineland from Boxing Day to the end of January. It is apparent from this that January is the peak summer holiday month in Napier.

It might be expected that audiences attending Marineland performances would be made up predominantly of visitors to the city during summer. Along one line of approach to the investigation of this

particular aspect, a questionnaire<sup>(7)</sup> was administered to 420 secondary school students in Napier. The intention here was to determine the extent to which local inhabitants visited Marineland during the summer period of 1970-71. It was decided that additional information could be gathered at the same time if the students did indicate the number of attendances made by their parents over the same period. A second period, covering the three months of autumn of 1971 (which included the Easter and May school holidays) was introduced to see if attendances by locals was influenced by the season of the year.

The limitations of this particular attendance questionnaire are recognised. The results relate specifically to the population sampled which may nevertheless be considered a representative sample of the total secondary school population in Napier. The results (Table IX) tend to suggest that during the summer holiday period in question, approximately one-third of Napier's high school student population, representing a total of 800 to 1000 individuals, may have attended at least one performance at Marineland.

The sample population of 420 (of which 415 returned questionnaires) was chosen from a large co-educational school exposing students of ages ranging from 13 to 17 years. It has been assumed that there is no significant correlation between academic level variables and the attendance at Marineland performances, the latter being more

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(7) see Appendix 3.

dependent upon the variables of inclination and convenience, traits presumed to be randomly distributed throughout the total local population.

TABLE IX

Frequency of Attendances at  
Marineland by Students and Parents  
for Summer 1970-71 and Autumn 1971

Frequency of Attendances	Summer	
	Students	Parents
Not at all	271	325
At least once	144	90
% making visits per total 415 return	34.7	21.7
	Autumn	
Frequency of Attendances	Students	Parents
Not at all	353	375
At least once	62	40
% making visits per total 415 return	14.94	9.64

The percentage of the student population sample attending at least one Marineland performance during the three autumn months declined from the summer figure of 34.7 percent to just under fifteen percent (Table IX). This decline is the result of a number of factors. Firstly, the summer period which coincides with the long summer vacation is

possibly then a more convenient time in which to attend, added to which is the second factor, that Marineland operates three performances a day from Boxing Day to January 31 and therefore offers a greater chance for attendance. It has been indicated that many summer attendances by local inhabitants are often in the company of visiting friends and relatives, which may suggest that some attendances by locals might not be made were there not friends to entertain.

For the frequency of attendance by parents of the students (Table IX) there was no attempt made to measure whether it was parents individually or together. The figures therefore show the attendance of either single parents or both as one attendance. Again, and for much the same reasons as outlined for the students, the numbers of adults attending Marineland tends to be maximal in summer.

The exercise just conducted was prompted by various local opinions that Napier inhabitants play a very minor role in contributing to attendance figures for Marineland and that this major tourist attraction was supported, therefore, predominantly by visitors to the city in summer. Although no definite conclusions can be made as to the actual value of local public support, it would appear, from the questionnaire results at least, that approximately one-third of the secondary school population in Napier may visit Marineland during the summer, and that possibly one-fifth of the local middle-aged (35-50 years) may similarly attend



performances in summer.

Extending these results to a tentative conclusion, a conservative estimate based on the present age structure of Napier's population suggests that between 7000 and 8000 local residents visited Marineland during the summer of 1970-71. It would seem then that of the 60,000 people who visited Marineland over the three summer months of 1970-71 (Table VIII), approximately one visitor in eight was most likely a Napier resident.

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## Napier's Aquarium

The Hawke's Bay Aquarium, located at present in the War Memorial and administered and operated by the Hawke's Bay Aquarium and Planetarium Board, is, like Marineland, a popular but less spectacular form of entertainment. It has a large number of exhibits including (at July, 1971), several turtles, a crocodile, over 30 geckos and skinks, a number of sea horses, one octopus and over 400 varieties of fish, fresh water and marine tropicals which are supplemented from time to time by shipments of fish from Suva.

The Aquarium was opened for public exhibition in December, 1957. During its first full year of operation, 59,000 visitors paid \$5500 in attending this attraction. Attendance figures and receipts for the five years, 1966-70, are as follows:

TABLE X

Annual Attendance Figures and  
Receipts for the Aquarium, 1966-70

Year ending December 30	Adults	Children	Takings (\$)
1966	44,398	19,656	9,682
1967	56,960	25,228	14,123
1968	53,624	26,692	13,657
1969	41,170	23,306	14,651
1970	43,870	24,880	15,766

Source: Napier City  
Council

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A similar decrease in attendances during 1969 to that experienced at Marineland is evident (Table X), although a not uncommon problem with these published statistics is to account for, in this case, the 1968 to 1969 receipt increase of almost \$1000 when total attendance figures dropped by 15,840. No official explanation is given for this apparent anomaly. Admission charges were increased from October 1970 and were therefore in time to cover the following summer period, which perhaps should have brought about a greater increase in takings for 1970 over 1969 than is shown (Table X).

Over an extended summer period (mid December to Easter) the Aquarium is open to the public from 9 am to 9 pm. For the remainder of the year the hours are from 9 am to 5 pm. Since this is essentially a static show, there are not the daily attendance peaks that are characteristic of Marineland. As would be expected, the summer is the time of greatest patronage of this tourist attraction and, like Marineland, it is included on the itinerary of overseas tourist groups visiting Napier.

## The Hawke's Bay Aquarium and Planetarium Board

The exercise that follows attempts to evaluate in general terms the account of the Hawke's Bay Aquarium and Planetarium Board for the year November 31, 1970 to November 31, 1971, with respect to Marineland and the Aquarium.

Expenditure for the year (Appendix 4) is divided according to capital costs and operating costs. Within the two categories, expenditure in the various sectors is expressed as a percentage of the total for the category.

As might be expected, for both Marineland and the Aquarium, operating costs outweigh capital costs for this particular year quite considerably. In other years, however, capital costs may play a more dominant role in the total expense account, especially when major construction is carried out.

The most significant expense item is the staff salaries and wages with a total of almost \$31,720 for the year in question, which represents approximately 44 percent of the total expenditure account for the Board.

The evaluation of the total expenditure/receipt balance for the Hawke's Bay Aquarium and Planetarium Board for the year ended November 31, 1971, reveals an overall profit of \$14,300 (Table XI).

TABLE XI

Expenditure/Receipt Account for  
the Hawke's Bay Aquarium and Planet-  
arium Board, November 31, 1970 to  
November 31, 1971

## Total Expenditure for the year:

Marineland	\$56,544.78
Aquarium	\$13,210.70
Board General	2,587.74
	<u>\$72,343.22</u>

## Receipts:

Marineland Takings	\$60,075.35
Aquarium Takings	\$18,973.15
Total Sales (slides, cards booklets, etc.)	3,460.16
Sundries	1,551.42
	<u>\$84,060.08</u>

Total Receipts	\$84,060.08
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Total Expenditure	\$69,755.48 (a)
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Excess Receipts/Expenditure	<u>\$14,304.60</u>
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(a) Excludes Board General  
of \$2587.74

Source: Napier  
City Council

The breakdown of this excess receipts/expend-  
iture into contributing elements is:

Marineland	\$3,530.57
Aquarium	\$5,762.45
Sales & Sundries	\$5,011.58
	<u>\$14,304.60</u>

The relatively small net return recorded for Marineland can be accounted for by the high operating costs and by the fact that only during the peak season in summer are monthly receipt totals in sufficient excess of the respective monthly operating costs to sustain the business through the off-season period.

On face value the balance sheet for Marineland can be illustrated as follows:

Annual Receipt	\$60,075
Mean Monthly Receipt	\$5,000
Annual Expenditure	\$56,500
Mean Monthly Expenditure	\$4,700

Disregarding for the moment off-season reductions in staff numbers and other seasonal fluctuations in, say, power utilisation, which may affect operating costs during the year, it appears that Marineland must earn \$4,700 to \$5000 a month to maintain a balanced annual account. This monthly mean was far exceeded in January of 1971 when receipts amounted to \$15,800 (Table VIII), a total which implies that during some winter months the overall expenditure derived from operating and capital costs will be in excess of receipts.

While capital costs, however, may contribute to the annual expenditure total, they can be considered also as asset investment. In this way the \$14,350 capital costs incurred for the year ending November 31, 1971 (Appendix 4), representing

investment in the Marineland complex, may be removed from the total expenditure account to yield an annual receipt excess of over \$17,000.

Treating, in the same manner, the capital costs recorded for the Aquarium, the receipt excess then becomes \$7540, to which may be added sales of slides and cards and sundries of \$5011 to return a total of \$29,550 to the Hawke's Bay Aquarium and Planetarium Board for the year ended November 31, 1971.

Economic aspects aside, the value of Marineland to Napier's tourist industry is considerable. It is difficult to assess its contribution, in tangible terms, to other elements of the industry, but there can be no denying its power of attraction as the single dominant recreation feature in Napier. As will be further considered later<sup>(8)</sup>, the majority of visitors to Napier over the summer of 1970-71 who were exposed to the motel survey conducted chose Marineland, from a list of nine major tourist attractions, as Napier's most important holiday attraction.

The Hawke's Bay Aquarium and Planetarium Board has, in Marineland and the Aquarium, Napier's most valuable recreation amenities. No further development of extension works is planned at present<sup>(9)</sup>

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(8) see Subjective Rankings of Tourist Attractions in Section Five of this thesis, p.201.

(9) 1972

for Marineland until plans for the new Aquarium are agreed upon and development is proposed and initiated. The new Aquarium will represent a substantial improvement on the present establishment and will incorporate many new marine features.

The Hawke's Bay Aquarium and Planetarium Board will be, consequently, a major influence on the future development and success of tourism in Napier. The decisions made by the Board on the direction of development of Marineland, in particular, will have repercussions on the operations of other elements of tourism in the city. To this end, the Board must plan and develop in a comprehensive manner, considering not only their own charge but also the effects likely to be experienced by urban amenities and services as a result of increased pressure of utilisation at Marineland.

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## Other Urban Attractions

Other urban tourist attractions and recreation amenities on the Marine Parade experience maximum utilisation during the summer period from Boxing Day to the end of January when the number of performances may be increased to capitalise on the added custom provided by the visitors to Napier.

The concentration of recreation amenities and attractions on the Marine Parade contributes much to the success of Napier as a holiday resort, particularly as was indicated earlier, for short-stay visitors and overseas tourists. These individuals are able to take advantage of the centralisation of attractions and forms of entertainment afforded by the development of the Marine Parade into the city's main recreation area.

Also within the city are a number of other recreation amenities to be utilised by both visitors and local inhabitants. The Port of Napier is a popular area for passive recreation, especially during the weekends when most Sunday afternoon drives include on their itinerary a visit to the wharves. The current extension works to the port are of added interest, as are the large stock-piles

of logs and the associated logging vehicles. Informative tours of the port can be arranged.

An aerial view of the port, Westshore and Hawke Bay to the north can be gained from the Bluff Hill look-out, positioned almost directly above the wharves. Two old concrete gun emplacements, liberally coated with twentieth-century hieroglyphics, do not augment the appearance of this recreation reserve. There are three other main look-out points on the Napier Hill area which together give a panoramic view of the city, Ahuriri, the residential suburbs to the south-west and the Heretaunga Plains beyond.

The Ahuriri boat harbour which was formerly the Inner Harbour until the Earthquake in 1931 now provides mooring for yachts, pleasure craft and the smaller vessels of the local fishing fleet. From the Iron Pot, fishing trips and motor launch cruises can be taken by visitors.

Conducted tours of local factories and industries can be arranged for visitors. Regular daily inspections can be made of the large Rothmans tobacco factory at Ahuriri, a large native timber mill, the UEB textile milling industry and the fertiliser works both at Awatoto, a large woolstore at Ahuriri, and the local newspaper office.

In addition to the various urban attractions enumerated above, a number of special shows and exhibitions are held in Napier during the summer season and these performances add quite considerably

to the range of recreation amenities and activities offered in the city to tourists and holiday-makers.

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## Regional Tourist Attractions

For the long-stay visitor of say three days or more, as indeed for the more mobile-than-normal short-stay visitor, there are a number of regional recreation attractions. Apart from the water resources in their various forms which were considered earlier<sup>(10)</sup>, the more important of these regional attractions are Cape Kidnappers, visits to farms and orchards and to the Mission vineyards at Greenmeadows, and a number of scenic drives. It has been suggested that Hastings might be one of Napier's regional attractions, but that may be trying the bounds of the rather apparent parochialism of each city a trifle too far. Hastings has, however, a number of popular and successful recreation amenities itself which, although not within the domain of this thesis, serve to contribute to the attractiveness of the Hawke's Bay region as a summer holiday resort.

The gannet colony at Cape Kidnappers, and even the journey that must be made there, is a most popular

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(10) Section Two, on Recreation Resources, pp.43-53

tourist attraction. There are several ways of gaining access to the Cape, the choice of which depends on the inclination and capacity of the visitor. The more active individuals can undertake the ten-kilometres beach walk (one way) between successive high tides. During the summer pony safaris along the beach can be arranged, or a motorised tractor and trailer will convey the less active.

In 1968 the Gannet Safari was introduced to provide an eighty-kilometre return journey from Napier to the gannet colony. Large safari wagons, operated by a local bus company, make the road trip to Clifton and then overland through farmland to the Cape. This service is operated twice a day between Boxing Day and mid-March, provided that the weather is fine and that there is a minimum of eight passengers at any one time - a condition that is not always favourably accepted by individuals who make special visits to this area outside of the peak summer season to find that the minimum requirement for the journey has not been met. From Labour Weekend to Boxing Day, one safari service is operated each Saturday and Sunday. The scheduled journey takes four and a half hours and includes light refreshments served en route.

The regional tourist attractions in their variety of forms serve to complement the more immediate urban recreation amenities in providing a good balance of recreation activities for the tourist and holiday-maker in Napier to pursue.

The account of Napier's recreation amenities in this third section of the thesis has attempted to describe the nature of these amenities and their significance to tourism and holiday-making in the city. It has been declared earlier that Napier is at an advantage in terms of the favourability of its resources for outdoor recreation. There are intangibles, too, like the apparent informal holiday atmosphere, that contribute to the general environment of this holiday resort.

Napier has a standard supply of the usual urban amenities such as parks and gardens and their associated recreation facilities, to which can be added the more specific elements of the Marine Parade complex of holiday attractions. The relative success of Napier's tourist industry is a function of the favourability of the city's recreation and leisure environment. It is not only the range of outdoor recreation amenities but also their general suitability to all types of tourists and

holiday-makers that accounts for the comparative popularity of Napier as a seaside holiday resort.

In the context of the New Zealand scene, Napier is not a particularly unique holiday resort. The recreation amenities of other towns and cities function in a similar way to promote holiday-making and tourism in these respective centres.

The pattern overall appears to be for a city or region to appraise its own recreation resources, defined in this thesis as principally climate, water and location, and then to develop in conjunction with these natural resources a set of recreation amenities and tourist attractions that serves to provide a good range and variety of recreation activities for tourists to pursue.

The planning element in these operations plays a dominant role, and it seems essential that in order for rational planning of resource and amenity development to proceed, more measures of the current recreation activity patterns as they are manifested in the tourism process will need to be taken.

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## SECTION FOUR

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### RECREATION SERVICES

The broad picture of recreation and, more specifically, tourism in New Zealand is not complete without a discussion as to the nature and function of the various recreation services provided. If a hierarchical structure can be established, then the recreation resources constitute the primary element of tourism, the recreation amenities the secondary element, and the recreation services the tertiary element. A full appreciation and utilisation of the two former elements must be made in the context of an appropriate supply of services aimed at satisfying the basic demands of a population at leisure.

The main types of recreation services isolated in this thesis include holiday information and tourist publicity services, accommodation, and essential retail, trade and professional services. The form of each of these services, although conforming to a basic supply pattern, may vary in expression according to a number of factors that



relate not only to the character of the resort centre itself but also to such variables as the composition of prevailing holiday groups, and to the policy of local government with respect to the development of recreation in the particular area or region.

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## Holiday Information and Publicity Services

Tourism is, essentially, a commercial activity from the point of view of the provision of services and, as such, must necessarily employ advertising and publicity techniques in its operations. Although it is conceded that there is no substitute for the proverbial word-of-mouth routine, formal advertising plays a large and important part in the overall promotion and subsequent success of holiday resorts. The relatively recent development of public relations organisations and the like testifies to the extent to which a town or city will go to advertise its resources and amenities to attract people for both business and pleasure.

Advertising may be specific, as by particular tourist industry concerns such as individual motels, or the total holiday-making scene may be promoted by way of a comprehensive approach that describes the main recreation amenities within the context of the recreation resources possessed by the particular resort.

Most publicity material takes the form of booklets or brochures that are published by national organisations or by regional or individual concerns, each with an appropriate degree of circulation and relevance of informative material.

Accommodation houses, by way of example, may subscribe to any of a number of national publications produced by organisations which aim at promoting the accommodation aspects of tourism in New Zealand. Subscription to these ensures nationwide publicity, and the credentials and endorsements so gained by the accommodation houses are used to indicate the relative standard of accommodation facilities offered.

Besides advertisements carried in local newspapers for both recreation activities and for accommodation, the same publicity is supplied by several local concerns in Napier to the more nationally orientated daily newspapers. Opinions cast by moteliers in Napier on the value of advertising seem to concur that the expenditure on publicity is a necessary element of total operating costs.

Perhaps the most important form of publicity, however, is that passed on informally by individual and group holiday-makers to other intending holiday-makers. Personal impressions gained of the nature and quality of recreation amenities and services, and the recommendations passed on by word-of-mouth must be considered to play a quite significant part in the overall dissemination of holiday information. Application for accommodation by a holidaying family, for example, at a particular accommodation house may have been directed by prior recommendation from friends or neighbours who have experienced satisfactory service there at an earlier time.

The Napier Development Association coordinates the roles of public relations and tourist publicity in the city. During the summer the Association is particularly active in a number of fields. Weekly information sheets covering all recreation activities and special entertainment performances of interest to holiday-makers are published and prominently displayed. This is a valuable service to the recreation pursuits of both local inhabitants and visitors to the city and is instrumental in achieving maximum utilisation of recreation amenities available over the summer holiday period.

The Association functions also as an accommodation bureau and attempts to find accommodation in the city for holiday-makers who arrive in Napier during the peak summer period without having made prior arrangements for accommodation. The policy of the Napier Development Association is to distribute these visitors who arrive on speculation equally amongst the local accommodation houses which in turn are required to pay the Association a commission in return for this service. There have been doubts cast, however, by some moteliers that this allocation is indeed without favour to a particular few.

This is, in passing, one example of the discordance that lightly pervades some aspects of the tourist industry in Napier. In theory, a healthy

acceptance and resolution of competitive and conflicting interests tends to maintain a good level of operation and probably ensures that no unjust advantage is taken or given on any account. Perhaps, in consolation, the aggravations derived from the variable operations of recreation services that attain their peak in the summer when pressures are greatest, are held in check by the realisation of the need to present an harmonious image of Napier's tourist industry to the holidaying public.

If a hint of insincerity is betrayed here, then it must be pronounced that it is confined to a relative few, the majority of personnel engaged in Napier's tourist services appearing honest and sincere. It is then not only the formal projection of holiday information by way of publicity that contributes to the success of tourism in Napier but also the subjective impressions gained of the resort and its principal characters, here implied the individuals concerned with administering the various recreation services, by visitors and holiday-makers.

In addition to the Napier Development Association, the Information Bureau, centrally situated on the Marine Parade<sup>(1)</sup>, is a focal point for holiday information. Unlike the Association which, apart from its role in accommodation services, deals more

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(1) see Figure 3, p83.

with the promotion of the city through the economic development of industry and commerce, the Information Bureau provides information on all aspects of recreation in the city. Billboards and brochures announce the performance times of special summer shows and entertainment besides informing on the nature and location of the various recreation amenities and tourist attractions to be visited.

All bus tour groups, both overseas and domestic, that pass through Napier (Appendix 5) on an annual average frequency of three to four a week have as their travel base the Information Bureau whose officer often accompanies each bus tour to commentate on the sights of Napier and its environs for the tourists. It is this personal touch that is apparently most appreciated by the visitors.

The Information Bureau is operated by an information officer who is employed by the Napier City Council. The bureau derives its revenue from a small council grant and from the putting-green activities. Over the three months of the 1970-71 summer, 16,225 rounds were made on the two adjoining 18-hole putting-greens. Outside of the three summer months the services required of the Information Bureau diminish as the tourist season wanes and, according to the information officer, the bureau takes on the role of a complaints department when its task becomes one of creating goodwill among the various economic, social and recreation factions in Napier.

## Accommodation Services

### introduction

A further essential service to be provided by a holiday and tourist centre is that of accommodation. By virtue of the nature of tourism, that is, involving journeys away from the normal place of residence, all tourists and holiday-makers require some form of accommodation. The main forms of accommodation available in New Zealand include hotels, motels, private hotels, guest houses and motor camps. The particular choice of the type of accommodation taken depends on a number of factors although only a few of these, such as group size where a particularly large family group, for example, may be prohibited from staying at a motel or hotel because of the high cost involved, seem to operate with any degree of consistency. It appears that personal choice guided by inclination and experience rather than variables of group size, composition and age structure determine the type of accommodation taken.

If a trend in accommodation type preference can be observed, it is reflected in the growth of motels, particularly in the last five years. The relatively rapid rise in the number of motels in

recent years is also a convenient indicator of the growth of tourism itself since there exists the necessary interdependence of a growing tourist industry and the provision of an adequate accommodation service.

The Report on Tourism<sup>(2)</sup> impressed the importance of accommodation to the tourist industry particularly, as was its prime concern, to overseas tourism development. In their recommendations the Tourism Committee have followed the line of reasoning that the necessary standard of accommodation provided for the overseas visitor would suit equally well the domestic holiday-maker. It is doubtful, however, that there has been any study as to whether this is so. It can be assumed that the majority of overseas tourists are quite comfortable in terms of available finance, if so, then the overseas visitor may expect (and can afford) a fairly high standard of accommodation, perhaps higher than that which say a typical domestic holiday group would expect and, more importantly, be able to afford. It is not only in the line of accommodation that the developers of national tourism are gearing themselves towards projected demands of the overseas tourist and trusting that the ensuing development of facilities is in concordance also with the desires of the domestic tourist. Rather more, it does at times appear that instead of seeking

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(2) presented by the Tourism Committee of the National Development Council and published in May, 1969.



out the recreation wants of the 'average' New Zealander on holiday and building on these a successful national climate for tourism, the power ensemble of the Tourist and Publicity Department seems bent on establishing a climate to suit the overseas visitor. But while that Department measures tourism by Reserve Bank receipts and overseas earnings, perhaps little else can be expected.

Returning now to a consideration of the role of tourism accommodation, the Report on Tourism<sup>(3)</sup> acknowledges that accommodation is the largest and most expensive item required for tourist development. On room requirements, the Committee reported that: "rooms required in respect of overseas visitors are expected to rise from 4800 in 1967-68 to 7300 in 1972-73 and 12,100 in 1978-79. As accommodation is used by both overseas visitors and New Zealanders the domestic market must also be adequately provided for. Total rooms required for both groups (of a standard suitable for overseas visitors) are estimated to rise from 14,500 in 1967-68 to 17,700 in 1972-73 and 23,700 in 1978-79. Allowing for a three percent of existing rooms becoming obsolete each year, the estimated building requirements in the two periods are approximately 5200 and 9000 rooms respectively."<sup>(4)</sup>

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(3) presented by the Tourism Committee of the National Development Council, published in May. 1969.

(4) Ibid. p.24

The estimated costs of meeting these room requirements are shown below (Table XII).

TABLE XII  
Total Cost of Required Room  
Development for National Tourism

	Period to 1972-73	Further to 1978-79	Total
	\$ million	\$ million	\$ million
New Zealand Demand	17.6	24.3	41.9
Overseas Visitor Demand	39.5	74.7	114.2
	<u>57.1</u>	<u>99.0</u>	<u>156.1</u>

Source: Report on  
Tourism<sup>(5)</sup>

These figures (Table XII) are based on a survey conducted by the Tourism Committee in 1968 of costs of relevant hotel and motel projects built at that time as a guide to likely capital costs. It was estimated from this that rooms would average \$11,000 each. Further to this it was recommended that the Commissioner of Inland Revenue, in exercising his legal discretion, should recognise the obsolescence factor and permit the writing off of

<sup>(5)</sup> Ibid. p.26

new structures on the following basis:

Construction Material	Life
ferro-concrete	40 years
brick	30 years
wood	25 years

It can be seen now that accommodation services will continue to receive much attention, for not only must there be a growth in the number of rooms provided but also the number of accommodation structures falling into obsolescence must be accounted for, either by replacement or by the temporary measure of revitalisation.

There follows now a brief description and comment on the forms of accommodation found in Napier. These particular forms are typical of those found throughout New Zealand and, since relative uniformity of style and service has been observed, they can be taken for this purpose as representing tourist accommodation in New Zealand.

## hotel accommodation

Probably the earliest form of public accommodation was the hotel, a fact which at once suggests a present problem for many of these institutions. The early establishment of many existing hotels, even as early as towards the beginning of this present century, has resulted in the situation now that a number are in need of replacement or at least considerable reconstruction if the standard of service and safety is to meet approved demands.

Hotels exist in two forms, as licensed hotels and as tourist licensed hotels in which liquor is available to guests only. The service provided by hotels varies usually according to size and location but includes as a minimum provision bed and breakfast. Other meals may be either optional and extra, or included in a daily tariff rate. In the larger hotels, rooms may include self-contained facilities such as baths or showers, telephones and television. Other provisions such as adequate and free car parking space, or laundry services and the like, may or may not be available.

The one advantage that hotels possess over other forms of accommodation is that they are often sufficiently large to accommodate large tour groups.

Unlike motels, hotels usually provide, either as an inclusive service or as an optional one, a full meal service. This for tourists saves time otherwise spent in searching for restaurants or cafes, but commits the tourist to returning to the particular hotel at certain set times during the day, an action that may interfere with the day's recreation programme.

Although not directly intimated, it appears that hotels generally do not encourage groups containing children since provision is not usually made in the way of tariff reductions, nor could the more formal atmosphere of the hotel be considered ideal for the typical physical activities of children. The motel, on the other hand, being a self-contained unit lends itself more easily to the accommodation of family groups, usually with the added incentive of tariff reductions and play equipment for children, although there has been expressed the opinion, in confidence, by moteliers that children are more trouble than worth.

At September, 1972, there were eleven hotels in Napier. Despite the minor reduction in the number of beds for both the Central and Westshore Hotels during the three year period, 1969-72, due mainly to alterations and modernisation of these two, the 60.9 percent increase in the number of hotel beds, from 281 in 1969 to 452 in 1972 was the

direct result of the construction during the interval of the Napier Travelodge and the Consolidated Motels (Table XIII), the latter being classed in this thesis as a tourist licensed hotel.

TABLE XIII

Number of Beds per Hotel  
in Napier

Hotel	Number of Beds	
	September 1969	September 1972
Cabana	24	24
Central	36	31
Criterion	31	31
Masonic	96	96
Napier	19	19
Onekawa	24	24
Provincial	24	24
Union	14	14
Westshore	13	9
Travelodge	-	120
Consolidated Motels	-	60
	<hr style="width: 50%; margin: 0 auto;"/> 281	<hr style="width: 50%; margin: 0 auto;"/> 452

Although a mean size, calculated from the total number of beds, of 39.2 beds per licensed hotel exists in Napier<sup>(6)</sup>, there is considerable variation in the size of hotels in Napier (Table XIII). Two licensed hotels, the Masonic and the Travelodge, account for just over 55 percent of the total number

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<sup>(6)</sup> at September, 1972.

of beds in Napier's licensed hotels.

To gain some relative measure of the size and number of hotels in Napier, a comparison has been made (Table XIV) to show the distribution of hotels and their capacities, in terms of number of beds, for selected cities in the North Island.

TABLE XIV  
Number and Size of Hotels in  
Selected North Island Cities (1972)

	Licensed Hotels	Total Number Beds	Mean Hotel Size, by Bed Number
Hastings	5	116	23.2
Napier	10	392	39.2
Palmerston North	10	467	46.7
Rotorua	5 (a)	694	138.8
Tauranga	5	148	29.6
Wanganui	7	305	43.57
Whangarei	5	281	56.2

(a) and 6 tourist licensed hotels

Because of the variation in the number of hotels per selected city, and the even more variable total bed number and mean size of hotels, comparison is difficult. But the variations themselves may offer some explanation as to the nature of accommodation of this type in each of the cities selected.

Rotorua, by virtue of its allocation of six tourist licensed hotels and the great mean size (Table XIV) of its licensed hotels, is obviously

an international tourist centre since normal domestic tourism, seasonal as it is, could hardly be expected to support such large hotels alone. As can be reasoned for the other cities, the ten licensed hotels in Palmerston North reflect the relative size of the city, although in the absence of a history of accommodation in this and other cities, little can be satisfactorily interpreted.

Until the frequency of distribution of other forms of accommodation is considered, however, the distribution and size of hotels cannot be taken as being truly representative of the total accommodation service in the selected cities.

Tariff charges at the hotels in Napier vary according to the extent and nature of services provided<sup>(7)</sup>. All but three of the hotels in Napier (Onekawa, Union, Westshore) are located within or bordering the central business district. The location of these accommodation houses in or near the city centre is a typical situation, in most cases here in Napier a product of past planning and construction directives. The most recent additions, the Travelodge on the Marine Parade, and the Consolidated Motels at the corner of Tennyson Street and Clive Square East, are proximal to the recreation amenities along the Marine Parade, and to the business and commercial core of the city.

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<sup>(7)</sup> see Appendix 5.6



## motel accommodation

The accommodation form most commonly associated with tourism and holiday-making is the motel. These establishments have developed from the early weather-board cabins of motor camps to become the luxury self-contained accommodation units of today. The highest grade of motel should conform to: "the highest standard of facilities, features and appeal, incorporating all desirable features ... with individual bedrooms with no provision for sleeping in lounge/living room. Units must have a separate shower cabinet as well as a bath, and a separate toilet room. As this grade is luxury accommodation, spaciousness and attention to extra detail covering furnishings and finishings is expected with an appropriate standard of service and management. Carports or garages for each unit."<sup>(8)</sup>

The observable growth in the number of motels in New Zealand over the last five years is testimony to the move towards this form as the most desirable type of recreation accommodation. It has been suggested by some moteliers in Napier that the reason for the apparent popularity of motels lies in the fact that these forms of accommodation represent

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<sup>(8)</sup> definition of 5-star motel grading, Automobile Association Accommodation Guide Booklet, 1972.

as nearly as possible a home away from home for the tourists and holiday-makers. Judging from the general luxury then of most motel unit interiors, either the standard of New Zealand homes is very high or else visitors are endeavouring to realise, by way of their motel sojourn, their domestic aspirations.

As has been indicated for hotels, the standard of service in motels in Napier is variable, although it appears that among the motels there is a greater competitive element with the result that service standards are not as variable as for hotels. Although a later part of this thesis<sup>(9)</sup> deals specifically with motel accommodation in Napier over a selected summer season, it is well to provide now a general synopsis of the motel service in the city.

At September 1972, there were 19 motels operating in Napier. The relative size of each motel can be determined from the number of units per motel for 1969 and 1972, and the maximum number of beds available at each motel for this latter year (Table XV). In the three year interval depicted, four new motels appeared. These new constructions, together with the alterations and additions that were carried out on seven of the established motels, increased the number of motel

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(9) see Section Five.

units in the city by 36.8 percent, from 152 in 1969 to 208 in 1972.

TABLE XV

## Comparative Size of Motels in Napier

	Total Units		Maximum Number of Beds, 1972
	1969 (September)	1972	
Kennedy Park	33	33	117
Marineland	15	18	73
Aramoana	5	5	25
Spanish Lady	11	14	64
Sunset Court	8	11	55
Tropicana	13	14	84
Bamboo Lodge	7	12	48
Colonial Lodge	3	8	40
Fosters Motel	7	7	40
Marewa Lodge	14	14	60
Rawhiti	3	8	32
Snowgoose	11	11	66
Xclusive	9	9	43
Links	6	12	51
Westshore	7	7	28
McLean Park Lodge	-	6	22
Reef	-	7	28
Sherwood Lodge	-	5	10
Cedar Lodge	-	7	28
	<u>152</u>	<u>208</u>	<u>914</u>

In 1965-66, the Motel Federation of New Zealand held that seven was the economic minimum number of units for a motel. This figure rose to eleven in 1970-71 and stands at twelve for the present time. It will be noted (Table XV) that only eight of Napier's 19 motels meet this estimated minimum economic size for 1970-71. Perhaps signif-

icant to note, too, that the four new motels that have appeared in Napier since 1969 are all below this minimum size estimate, and three of them have little physical room for later expansion.

Again to gain some relative measure of the number and size of motels in Napier, a comparison is given (Table XVI) of the distribution of motels and their capacities in terms of total units for selected cities in the North Island, and the number of new motels that have appeared in each of the seven cities since September of 1969.

TABLE XVI

Number and Size of Motels in  
Selected North Island Cities, 1972

	Total Motels	Total Units	Mean Size (units per motel)	New Motels since Sept 1969
Napier	19	208	10.95	4
Hastings	11	119	10.82	3
Palmerston North	17	171	10.05	6
Rotorua	45	423	9.40	4
Tauranga	25	202	8.08	4
Wanganui	10	98	9.80	1
Whangarei	17	131	7.71	1

Although the calculation of a mean at once obscures the distribution of individual sizes within the group, it has been shown that both Napier and Hastings (Table XVI) have a mean motel size of almost eleven units which compares favourably with

the optimum economic unit size suggested by the Motel Federation. There can be only limited emphasis, however, placed on this particular calculation because it has been shown earlier (Table XV) that in fact only eight of Napier's 19 motels meet this minimum economic unit number, and the disproportionate size of the Kennedy Park motels<sup>(10)</sup> tends to weight the balance in favour of a higher mean.

One further consideration has been made and is depicted (Table XVII) with the number of motels in each city containing eleven units or more, and the percentages of the total motel units in each city accounted for by these motels with eleven or more units have been calculated.

TABLE XVII

Comparative Distribution of  
Medium to Large Motels in Selected  
North Island Cities, 1972

	Number of Motels with 11 or more units	Proportion of total motel units accounted for by motels with 11 or more units (%)
Napier	9	69.2
Hastings	2	38.8
Palmerston North	7	59.1
Rotorua	15	55.6
Tauranga	4	35.6
Wanganui	4	59.2
Whangarei	4	43.5

(10) 33 units.

Napier emerges clearly as having the greatest proportion of total motel units (69.23 percent) being contained by the nine motels each with eleven units or more. This result (Table XVII) tends to suggest that Napier has generally a greater concentration of medium to large motels than have the other cities selected and, therefore, if the assumption can be made based on the economic estimate of the Motel Federation, the more economically viable motel industry, given a common set of operating and capital cost variables for all motels in the selected North Island cities.

As far as the standard of motel service is concerned, there is a general two-fold division into serviced motels, and terminal motels or motel flats. The serviced motels differ in that they serve at least one meal, generally a cooked or continental breakfast, but once again the difference is not so clearly defined because other terminal unit motels may provide breakfasts as optional and extra to the basic accommodation service.

Tariff charges in motels can be affected by a number of considerations. These factors, although not operative for all motels, include a minimum unit charge which is enforced usually during the summer holiday season, a unit surcharge of between 35 and 50 cents, a reduced tariff rate for children (commonly defined as under 12 years) and, in three of Napier's motels, special off-season and weekly rates.

The tariff rates for Napier's motels<sup>(11)</sup> indicate three points:

- 1 tariffs have increased over the three year period, 1969 to 1972, by from \$1.00 to \$3.00 per night stay for two persons.
- 2 some individual motels provide two or three levels of unit accommodation standard and service, hence the range in tariff shown particularly for September 1972.
- 3 the Napier City Council Kennedy Park motels have the advantage of size and lower tariffs over the other privately owned and operated city motels - a significant point that is not viewed favourably by most moteliers.

Since motels make the provision, in most cases, of tariff reductions for children, the motel offers itself, both by design and duty, as the most suitable form of family holiday accommodation, if caravan parks and camping grounds can be excluded for the moment. Several motels in Napier provide special facilities for children, including cots, highchairs, and play equipment. In addition to these age-specific items, most motels provide such amenities as television, electric blankets and heaters, telephones and, in a growing number of instances, swimming pools, miniature putting-greens, and adjoining restaurants.

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(11) see Appendix 7.

Suffice to conclude at this stage that the motel is the form of public accommodation most commonly associated with tourism and holiday-making in New Zealand, a condition endorsed by the relatively rapid growth of new motels in recent years and by the additions being made to existing motels, in both cases finding evidence of this in Napier.

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## private hotels and guest houses

Two other forms of public accommodation in New Zealand are the private hotel and the guest house. These two seem to have evolved along the lines of the hotel accommodation service, having originated mainly, however, from the conversion of old medium- to large-sized houses into boarding houses whose particular service is characterised by the provision of a bed and breakfast (with other meals usually by arrangement) for a relatively inexpensive tariff. As might be expected, the quality of the service varies, although these accommodation types offer, in the main, a more homely existence for the traveller than do licensed hotels.

Indications are, however, that the private hotels and guest houses are being slowly phased out as they appear to no longer serve a function concomitant with contemporary trends in the provision of public accommodation.

The total number of private hotels and guest houses in the seven selected North Island cities has decreased by nine to 42 over the three year period, September 1969 to September 1972 (Table XVIII). During this same period no extensions were made to

existing buildings but modernisation programmes in some instances have reduced the number of beds available. Two of the chosen cities, Whangarei and Palmerston North, had their total number of beds afforded by private hotels and guest houses reduced by over 100 percent. Early in 1973, a 40-bed private hotel in Napier was demolished to make way for commercial expansion in the city.

TABLE XVIII

Changes in the Number of Private  
Hotels and Guest Houses in Selected Cities  
(September 1969-September 1972)

	Total Number		Total Beds (1972)	Numerical Change in Number of Beds (1969-72)
	1969	1972		
Hastings	7	7	104	+ 2
Napier	13	11	289	-29
Palmerston North	6	4	83	-89
Rotorua	10	10	288	- 8
Tauranga	5	4	130	-16
Wanganui	4	4	92	0
Whangarei	6	2	58	-76
	<u>51</u>	<u>42</u>	<u>1054</u>	<u>-216</u>

If demand can then be equated to supply, it appears that the private hotels and guest houses are gradually losing appeal to the holidaying population who are showing greater preference for other forms of accommodation. Other factors, too, may be

responsible for the reduction in the number of these boarding houses. Often, as is the case in Napier, the private hotels and guest houses are operated by elderly folk who will soon relinquish the business. Since many of these boarding houses are located in the Central Business District of the city, they will enter onto the real estate market as attractive buys and, with boarding houses not regarded today as desirable investment, the property site will probably take on a new function.

Although the private hotels and guest houses are not being developed now as types of holiday accommodation to the extent that say motels are, in Napier they still contribute to the total accommodation service provided by the city. Of a total of 1595 beds offered by hotels, motels, private hotels and guest houses in Napier<sup>(12)</sup>, the latter two forms accounted for 289 (or 18 percent) of the total.

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(12) at September, 1972.

## motor camps and camping grounds

The final type of holiday accommodation service to be considered is the motor camp and associated camping grounds. A motor camp may provide any or all of the following:

- a) tourist flats
- b) cabins
- c) caravan facilities
- d) tent sites

In some ways the motor camp seems to be more in keeping with the observed nature of domestic tourism in New Zealand. There is more informality and freedom to be enjoyed during a stay at a motor camp. Particularly if the weather remains fine, the motor camp appears more suited to the out-of-doors type of holiday existence that seems to be characteristic of the New Zealand Summer.

Generally, the motel flats and cabins of motor camps are not self-contained, but they again vary in the range of facilities offered. It is common for motor camps to contain centralised cooking facilities, toilets and showers, and laundry facilities, all on a communal basis. In addition there may be a number of caravan power points, and tent sites.

More so perhaps than for other forms of public accommodation previously considered, the motor camp in New Zealand deals largely with domestic tourism. Or, if the converse can be applied, few foreign visitors travel in New Zealand in private cars, which at once precludes the camping or caravanning holiday for the majority of overseas tourist. The camping holiday itself, which normally involves the provision of canvas cover, is more the prerogative of the New Zealander since such a holiday necessitates the participants supplying not only the tent but also cooking utensils, bedding and camp-stretchers and a miscellany of other items not normally considered typical of the luggage composition of the overseas tourist.

Because of their direct association with outdoor-style accommodation, motor camps experience distinct seasonal fluctuations in occupancy. From looking like what one might imagine to be a gathering of nomadic travellers with tents propped and pitched as on a fairground, the same camping grounds in the off-season may become a field for the winter grazing of livestock.

Besides the attractiveness of this type of accommodation particularly to holiday-makers intent on experiencing out-of-doors living, motor camps are the least expensive form of holiday accommodation, a factor of some importance to the 'average' New Zealand family on holiday. Charges at Napier's three camping grounds for four adults per night

amount to \$1.90 for a tent site, \$2.20 for a caravan site, and \$4.50 for a cabin.

For the relatively undiscerning holiday-maker, motor camps in New Zealand provide a most adequate form of holiday accommodation. They are often set in attractive surroundings, not too far removed from other recreation amenities. They offer an out-of-doors type of informal existence that can be considered most typical of the New Zealand holiday scene in summer. And they present a comparatively cheap, yet satisfactory, means of accommodation for all groups of holiday-makers.

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Before proceeding to a short discussion by way of a summary to this section on holiday accommodation, it is as well to point out that the accommodation dealt with so far has related only to forms of public accommodation. These forms are more easily documented because they represent a section of the tourist industry that relies on publicity in order to promote its business.

No account can be satisfactorily given, however, of the holiday accommodation that is provided privately for the holiday-makers by friends and relations. It is in this sphere of operation that domestic tourism in New Zealand assumes its unknown quantity in greatest depth, and where subsequent documentation is made most difficult. The Napier Development Association which functions as an accommodation bureau has on its lists about one hundred homes in Napier that will provide accommodation for visitors to the city when conventional forms of public accommodation are at full occupancy. A final measure of holiday accommodation in this private context remains unmade.

## accommodation in summary

The provision of adequate accommodation is the most vital adjunct to the tourism process. For prospective tourists and holiday-makers, the resolution of 'where to go' demands almost instant follow-up in 'where to stay'. The success of a holiday resort cannot be begun to be measured until the demand for accommodation is satisfied. It follows then that in New Zealand where tourism is observed to be growing rapidly, the accommodation facilities ought to be complementally established.

At once there enters onto the tourism development scene the necessity for controlled and realistic planning in the provision of accommodation. Such planning needs to be conditioned by a number of considerations which do not arise always as mutually exclusive elements. If existing forms of accommodation, represented by the hotel, motel, boarding house and motor camp, can be taken as the basic types upon which variation may occur, then already proliferation is taking place. Within each form there is variety in the general design and quality of appearance, in the service offered and, as in part a reflection of operating costs, the tariffs charged. To this extent alone New Zealand's holiday accommodation industry does offer a range of



accommodation services. If the provision of these varied services can be said to equate to the various demands made by the holidaying population for accommodation, then the present condition may be seen as adequate.

But it is difficult to assess, for instance, whether the observed growth in the number of motels over the past say four or five years is in direct response to public demand for this particular type of accommodation, or whether it is more the result of convenience to the individual or group of individuals responsible for the motel construction. Which may mean then that the holidaying public, where not predisposed to staying in motor camps, is having little choice but to accept the motel service.

Accommodation services have also to contend with the seasonal nature of tourism in New Zealand. Peak tourist loads occur during the three summer months, December, January and February, and of these, predominantly in January since this month coincides with the school summer holidays, the annual holiday leave of most of New Zealand's labour force, the incidence of fine warm weather and maximum daylight hours, and the festive Christmas-New Year season which retains still its sentimentality of family reunions.

It follows here that the accommodation service must be sufficiently extensive in capacity to deal with peak demands during the summer and, since accommodation houses are permanent constructions,

be able yet to withstand the fall-off in occupancy rates during the tourist off-season with operating costs to support that will vary only moderately from those incurred during the summer on-season.

The problem of decreased occupancy by tourists and holiday-makers, however, is often resolved as a result of the promotion of the larger holiday centres as conference centres, a move which tends to create a fuller occupancy in motels and hotels for periods of up to a week at a time during the months when domestic tourism is usually at a low ebb. There is also the continuous flow of commercial travellers for whom accommodation is provided by motels and hotels throughout the year. One motelier in Napier admitted that the commercial travellers were in fact the bread and butter of his business, and implied that summer tourists were a mild inconvenience to be, nevertheless, tolerated.

By virtue of its geographic position, most of New Zealand is committed to fairly distinct climatic seasons which will continue, along with other factors like the allocation of extended public holidays, to prescribe tourism as primarily a summer recreation pursuit. Moves, however, to break down the resulting imbalance in tourist traffic stem mainly from the growth of internal bus tours throughout the year. In the seasonal distribution of coach tours in New Zealand conducted by five major companies from June 1972 to May 1973 (Table XIX), it is evident that although more tours occur during the three summer

months than in any of the other seasons, both autumn and spring account together for just over half<sup>(13)</sup> of all tours scheduled for the twelve calendar months depicted.

TABLE XIX

Distribution by Season of  
Coach Tours in New Zealand  
June 1972-May 1973

Major Tour Company	JJA <sup>(a)</sup>	SON	DJF	MAM	Total
Newmans	64	128	292	224	708
Trans Tours	53	145	156	110	464
Group Travel	52	97	143	120	412
White Heron	37	85	141	119	382
Kowhai	41	60	65	75	241
	247	515	797	648	2207

(a) JJA - winter (June, July, August)  
SON - spring (September, October, November)  
DJF - summer (December, January, February)  
MAM - autumn (March, April, May)

It is difficult to compare directly successive years in order to show the growth in coach tours because each company makes alterations to the programme of tour types offered from year to year. There has been considerable growth, nonetheless, in the number of internal coach tours over the past five years.

<sup>(13)</sup> from Table XIX, 1163 out of a total 2207.

Returning to the question of accommodation then, for the coach tour groups this is provided by motels and hotels at the main tourist centres through which the particular tours pass. With a developing programme of coach tours that extends nearly continuously throughout the year, it is apparent that some motels and hotels will experience from this fairly steady occupancy rates during the normal holiday off-season. Of the total 2207 tours (Table XIX) scheduled for the twelve months just considered, 577 (or 26.2 percent) of them included Napier on the tour itinerary, with accommodation in Napier being provided exclusively by two motels and two hotels, which represents quite a cornering of the accommodation trade potential in the city.

The growth of internal coach tours throughout the year is tending to promote a more extended tourism programme in New Zealand with the result that some accommodation houses are benefiting from the maintenance of occupancy rates beyond the summer season, and recreation amenities and tourist attractions are likewise coming in for a more extensive period of utilisation and exploitation.

A further rather basic consideration in planning the holiday accommodation service is the design and quality of facilities afforded. As would be expected the element of competition is not absent among accommodation houses, particularly motels. If a new motel is to commence operations at no disadvantage to other established motels, it should

ideally possess an attractive and accessible site with incorporated landscaping to enhance this attraction, an appearance of individuality and distinctiveness<sup>(14)</sup>, and a full range of modern facilities that a few years ago would have been regarded as luxury items but that now can be considered to be almost standard equipment, such as central heating, telephones, television, and swimming pools.

In many ways, then, the basic design and general service of a motel is prescribed by existing conditions. Construction costs and operating costs are, of consequence, increasing, and these increases are obviously to be absorbed by higher tariffs. The holiday-maker who opts for motel accommodation has now the task of resigning himself to the fact that his holiday can present itself as rather a costly affair. But the prospects are not altogether gloomy for the New Zealander who wants to enjoy a relatively inexpensive holiday. Even though the motels are emerging as the dominant, by number, form of public holiday accommodation, there is still an agreeable element of choice in the matter.

Yet the point to be sounded here is the need to maintain the provision of comfortable and functional holiday cabins specifically for holidaying New Zealand groups. Overseas tourists, by virtue of their means since they are as a group, self-selective in this respect, can afford the luxury accommodation now becoming available in New Zealand. If

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<sup>(14)</sup> from which character its name is often derived.

they are, furthermore, part of a tour group, then block accommodation bookings are made at concession rates, and from this accrues an advantage that the domestic tourist is likely not to receive because his holidaying group is usually no larger than the size of his family. As was suggested earlier, the developers of tourism at the national level appear to have their eyes more on the growth of overseas tourism with its economic advantages rather than on satisfying the recreation needs of the domestic population, and plans for accommodation, certainly in the larger tourist centres, seem to be orientated towards this anticipated overseas demand.

The contention here is that it is not enough to establish luxury accommodation units, whether they constitute motels or hotels, on the presumption that this service will suit both overseas visitors and domestic tourists alike. It has been attempted to show to this point that the nature of holidaying for these two types of groups is not the same.

The situation, however, is not a matter for simple solution. The decisions on the development of accommodation facilities for tourists in urban areas in New Zealand is largely the concern of local body government and administration. In this way a town or city is more or less free to control the growth of what it perceives as desirable forms of accommodation suited basically to the domestic tourist. Then comes the imposition from groups

representing national interests. If the particular tourist centre wishes to become part of the overseas tour itinerary it is expected to supply facilities concomitant with those of established national tourist centres. This includes the provision of luxury accommodation large enough to handle at least say two or three bus loads a day (and night) during the peak summer season. The economics of the venture are undeniably attractive to the holiday resort administrators. Overseas tourists represent a relatively large spending power potential, and the controlling bodies of national tourism development are better friend than foe.

To avoid problems later of reconciliation with respect to accommodation between the demands of overseas tourists and domestic holiday-makers, it appears of fundamental concern now to plan and develop accommodation services appropriate to both groups of tourists. The construction of moderately priced holiday cabins to suit the pretensions and the pockets of holidaying New Zealanders, as well as the development of appropriate accommodation for the overseas touring parties. And, ideally, neither form of accommodation should be group exclusive.



The comments made to here on holiday accommodation services in New Zealand are in no way exhaustive of the subject. Accommodation, since it is bound intrinsically to the process of tourism, merits a great deal of objective attention and could easily become itself a complete topic for major research in the field of recreation and leisure.

By way of a conclusion to this part of the work on accommodation, it seems that three considerations ought to be heeded by the decision-makers in New Zealand's holiday accommodation industry:

- 1 that there is a need for effective and objective planning in the continued development of New Zealand's holiday accommodation services.
- 2 that there is a need to determine by accurate measure the nature of the demands made by domestic holiday-makers and by overseas tourists for accommodation, and to orientate accommodation provision accordingly.
- 3 that there is a need to establish an adequately balanced supply of accommodation types and styles to suit both the demands of the tourists and the conditions of a still seasonal tourism process.



## Retail, Trade and Professional Services

### introduction

The recreation services discussed to this stage have centred on the provision of holiday information and publicity services, and on the nature of the supply of holiday accommodation. These two are probably of most direct concern to the tourists and holiday-makers as a prelude to the performance, as it were, but once on holiday there are several services that may assume more immediate priority and importance, particularly when the need for them is acutely realised. The situation of access to these services is aggravated, however, by what is to all appearances a national shut-down of retail, trade and professional services in New Zealand during the summer holidays, especially for the period from Christmas Day to New Year's Day.

The British businessman and gourmet, Clement Freud, is reported to have said of a brief visit to New Zealand in 1970: "I came to New Zealand but it was closed."<sup>(15)</sup> A statement such as this is not

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<sup>(15)</sup> reported in the New Zealand Listener, January 22, 1973. p.9.

so very far off the mark in describing, in particular, the New Zealand scene around Christmas and New Year. Many businesses, factories and warehouses close down over this period<sup>(16)</sup>, in doing so they more or less precipitate the closure of dependent services. Legal firms, for example, close down for from two to three weeks over this holiday period because finance companies have closed. The picture is quite aptly described as follows: "Certain events continue as usual: shoes wear out, people are arrested for disorderly behaviour and water pipes burst. But footwear repair shops are closed, very few lawyers are on duty, and the local plumber is likely to be at a motor camp 400 miles away. Locating a television repairman, carpet layer or electrician is a formidable task. If your car or motorbike requires spare parts you may have to wait a fortnight for them; if you slice a thumb cutting the Christmas turkey you have to visit the hospital casualty department instead of your doctor's surgery; if you lose your wallet you have to rely on the charity of friends until the banks re-open."<sup>(17)</sup>

This summer condition of reduced business and retailing hours, and the problems that arise as a consequence, are quite simply the result of the concurrence of warm summer weather, school

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<sup>(16)</sup> most commonly December 25 to January 2.

<sup>(17)</sup> from an article by P.J.Needham in the New Zealand Listener, January 22, 1973. p.9

holidays, and the annual holidays for most of New Zealand's work force.

Despite advocations to stagger holidays in order to relieve pressure on facilities and services over the Christmas-New Year period, actual moves in this direction have not been forthcoming. The continued concentration of holiday movements within the summer in New Zealand places great strain on recreation services. Public transport services, for example, introduce extra sailings or flights, as the case may be, in an effort to meet the demand during the summer holidays. Even so, bookings for vehicle passage on the inter-island ferries for the summer holidays, especially around the peak Christmas-New Year period, have to be made in the preceding January or February.

New Zealand, however, is not alone in this predicament because both Australia and South Africa experience a similar reduction in services available during the Christmas period when holiday movement becomes maximal.

Yet it was decided in 1969 by the National Development Conference that there would not be enough economic or social advantage to merit the introduction of staggered holidays. So it seems for the present that the temporary summer close-down of retail, trade and professional services is destined to continue as a New Zealand institution.

## survey of eating-house service

In order to gain some measure of the change in service extended during the Christmas-New Year period, questionnaires<sup>(18)</sup> were administered to twenty-one eating-houses, providing a fairly conventional range of food services, in Napier to cover the summer of 1970-71. When it is considered that the population of tourist centres becomes inflated during the summer by visitors, the importance of the provision of food and meals becomes apparent. This then is a service that requires almost continuous operation during the peak holiday period.

The 21 eating-houses represented in this study were selected arbitrarily from a total of 22 in Napier's Central Business District. The Questionnaire which was administered early in March, 1971, was designed to extract four main points of information:

- 1 the type of business operated
- 2 the type of service provided
- 3 the usual (that is, non-holiday) hours of service per week

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(18) see Appendix 8.

- 4 the actual hours of service per day from Wednesday, December 23 (1970) to Tuesday, January 5 (1971)

In selecting the type of food service that their business offered, most eating-house operators checked more than one service from the list of five presented. This was to be expected because each of the five categories presented in the questionnaire was not intended to be exclusive. Where more than one service type was checked, a decision was made as to which was the dominant service, dominant here referring to the extent of the meal service. For example, if both the third (morning and afternoon teas - milkbar/cafeteria type) and the fifth (restaurant type - multi-course meals) categories were checked, then the restaurant-type service was considered dominant since it usually (but not always) infers to operate the morning and afternoon tea service as well, but vice versa does not hold.

By a similar process of selection and elimination, the 21 eating-houses exposed to the survey were classified according to four main types of food service:

- 1 morning and afternoon teas (milkbar/cafeteria)
- 2 restaurant (multi-course meals)
- 3 light meals (grills, take-aways)
- 4 light refreshments (coffee bar type)

For the 21 eating-houses selected, their distribution according to the type of service offered, together with the frequency with which each type

conducted business on Christmas Day (1970) and New Year's Day (1971), both days falling on a Friday, was calculated (Table XX).

TABLE XX

Frequency Distribution of Food Service Type, and Frequency of Service for Christmas Day and New Year's Day for 21 Eating-houses in Napier over the summer of 1970-71.

Type of Service	Number	Open on Christmas Day	Open on New Year's Day	Closed on both days
morning and afternoon teas	10	1	4	6
restaurant	7	1	5	2
light meals	3	1	1	1
light refreshments	1	-	-	1
	<hr/>	<hr/>	<hr/>	<hr/>
	21	3	10	10

It is evident from the statistics (Table XX) that only three of the 21 eating-houses surveyed were open for business on Christmas Day, and hours of service for two of them were reduced somewhat. The implication here is that on Christmas Day (1970) in Napier, only three eating-houses in the central city area were open for business, a situation which must have proved rather an inconvenience to visitors and holiday-makers staying in motels, for instance, where meals are not included in the basic accommo-

dation service. Boxing Day (1970), a Saturday, was one of normal hours, while ten eating-houses, including five restaurants, were open on New Year's Day. Yet ten of the 21 eating-houses involved in the survey remained closed for both Christmas Day and New Year's Day, which seems to testify in part to the occurrence of the summer close-down that is characteristic of much of New Zealand's retail, trade and professional services over the Christmas-New Year period.

For those businesses that remain open over the peak summer period, there is no denying that it is, financially if not physically, rewarding, certainly if the soaring hours of daily service are any indication.

A statistical summary for the four groups of food service type provided by the 21 eating-houses shows the distribution of hours of service over the 14-day period (December 23 to January 5), with the median hours worked (over the fortnight) per eating-house type, and the maximum hours worked over the same period by any eating-house (Table XXI). The figures in parentheses indicate the distribution of weekly hours of service for a non-holiday week, together with the weekly mean hours worked and the weekly maximum hours of service by each type of eating-house.

Only for the ten eating houses serving morning and afternoon teas does the total hours of service for the fortnight considered show a greater than

two-fold increase (582 hours to 1197 hours), indicating that hours of service over this two week period as a whole were extended beyond that usual for a non-holiday period of two weeks <sup>(19)</sup>.

TABLE XXI

Distribution of Hours of Service for Eating-houses in Napier over the Period December 23 (1970) to January 5 (1971), with Normal Service Hours in a Non-holiday Week shown in parentheses.

	Restaurant	Morning & Afternoon Teas	Light Meals	Coffee Bar
Number of eating-houses	7	10	3	1
Total hours of service	908(501)	1197(582)	367(217)	48(40)
Median hours for fortnight	132(66)	112(57)	123(65)	-
Maximum hours for fortnight	194(105)	188(88)	-	-

The grouped data (Table XXI), however, tends to obscure individual scores. Two of the eating-houses serving morning and afternoon teas more than tripled their normal weekly hours of service during this two-week period - one rose from a 41-hour week to 140 hours for the fortnight, and the other from 59 hours to 188 hours (working 16 hours on New Year's

(19) 582 times 2 to give 1164, so increase of 33 hours.



Eve day). At the other end, six of these eating houses designated as primarily serving morning and afternoon teas did not double their normal weekly hours of service during this peak two-week period - one rose from a 41-hour normal week to 57 hours for the fortnight, and one from 61 hours to only 69 hours<sup>(20)</sup>.

Considered in the same vein, the seven restaurants (all unlicensed) collectively did good service with only two of their number being closed for both Christmas Day and New Year's Day. Although only two restaurants more than doubled their normal weekly hours of service over the two weeks, all but one of the seven worked over 100 hours each during this holiday fortnight. One restaurant rose from its usual 105-hour week to register 194 hours for the two weeks<sup>(21)</sup>.

With the growth over the last two years of two large accommodation houses in Napier<sup>(22)</sup>, each with its associated restaurant, and together with the continued service afforded by the variety of smaller eating-houses, the provision of a good range of meals for visitors to the city during the holiday periods appears adequately catered for

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(20) open for business on only 6 of the 14 days.

(21) 18 hours on December 24, 15 hours per day or more on nine of the remaining 13 days

(22) Napier Travelodge, and Consolidated Motels

Other services, however, in the retail, trade and professional line seem to be in keeping with the national tradition of a temporary close-down particularly over the Christmas-New Year period when New Zealand is run, as it were, by a skeleton staff.

This condition of the temporary atrophy of public services during this peak summer holiday period is basically the result of circumstance, derived from the seasonal concurrence of fine weather, school holidays, annual work holidays, and the informal festivities associated with the Christmas-New Year period.

Attempts at changing this pattern of events, besides possibly being construed as undermining a New Zealand institution, would involve probably more inconvenience in the manipulation and modification of the pattern than is already experienced from the condition of the pattern as it stands.

## A Summary of Recreation Services

Summer outdoor recreation in New Zealand, of which tourism is a particular form, is dependent for much of its success on the adequate provision of a number of recreation services. The need for these services is variable and generally becomes more vital as the recreation activities pursued become more extensive, both in time and space.

Tourism which, by definition, involves the movement of groups of individuals away from their normal place of residence for periods often up to and over a week or more, relies on the provision of services from three main categories:

- 1 holiday information and tourist publicity services
- 2 accommodation services
- 3 trade, retail and professional services

The third of these categories is not necessarily fully utilised by tourists and holiday-makers. Retail and catering services, as was illustrated by way of the eating-houses in Napier<sup>(23)</sup> may attain varying degrees of involvement in the overall holiday patterns of movement. Vehicle

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(23) for survey account, see pp.154-60.

service stations, for instance, experience ready and continuous sales when there is holiday traffic on the move, although the installation now of coin-operated petrol pumps relieves the operator from the extra hours of attendance necessary during peak holiday periods.

Outside of the more essential retail services, few others may be called upon by the holiday-maker. And yet it is the emergency situation when it arises that really finds him in a strange land. Lack of familiarity with the scene in which he is travelling can present difficulties and inconveniences for the tourist who endeavours to procure the particular service he requires. In circumstances such as these, the role of the local tourist and publicity agency or public relations office ought to afford satisfaction.

To these three categories of recreation service can be added perhaps a fourth, transport, whose services assume great importance where private transport is not available. And with the steady flow of tourists and holiday-makers between both islands, inter-island ferry services are in increasing demand. For the overseas tourist particularly, the coach tour service plays an integral role in his holiday when the means of private transport is not possible.

To consider now a summary of the services provided for summer outdoor recreation in New Zealand, four current developments or trends can be discerned:

- 1 recreation services in New Zealand are expanding rapidly

This expansion can be measured in three particular service fields -

a) the establishment of publicity offices and holiday information centres whose chief functions are to foster public relations and promote tourism and other forms of recreation.

b) the relatively rapid growth of accommodation facilities, with the motel as the dominant representative form.

c) the increasing number of coach tours throughout New Zealand, extending quite markedly beyond the summer season into autumn and spring.

- 2 the mounting pressure on existing service facilities

This is due mainly to the observed growth of tourism in New Zealand in recent years, and the continued seasonal concentration of outdoor recreation during the summer months.

- 3 the temporary summer close-down of many retail, trade and professional services

This state of affairs which may not now be quite as extensive as it once was, occurs particularly during the peak Christmas-New Year period and tends to have the effect of compounding pressure on services that remain operative over this period.

- 4 the awareness that recreation services have much to contribute to the success of tourism in New Zealand

That outdoor recreation activities and the provision of recreation services are complementary in function is a relationship now recognised, but the mutual development of the two is at present not sufficiently coordinated to produce a balanced growth at all levels throughout the regional to national continuum.

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## SECTION FIVE

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### A CASE STUDY OF TOURISM

#### Introduction

To this stage, comments on tourism in New Zealand have been based on a discussion of the nature and function of recreation resources, recreation amenities and recreation services. Although tourism in reality is not so conveniently structured, this kind of systematic approach serves to identify the component parts that go to make up the total tourism process.

This present part of the thesis, Section Five, attempts to analyse the results of information gained from a questionnaire that was administered to fifteen motels in Napier during the summer of 1970-71. Although the results from this questionnaire can be made relevant only to the actual holidaying population exposed, and to the techniques employed, it is hoped that inferences made may bear some significance to tourism in New Zealand as a whole.

The idea of the questionnaire was prompted by the need to gain some empirical measure of tourism. The areas of study in domestic tourism in New Zealand lie largely unexplored. Most related publications in New Zealand deal with overseas tourism, almost to the exclusion of even admitting there to be domestic tourism movement.<sup>(1)</sup> Typical of this type of literature is a monograph publication by the New Zealand Institute of Economic Research which states in its early sections: "Insufficient emphasis has been given to the potentialities of the tourist industry as an earner of overseas exchange. Tourism is one of the few avenues which appear to be open to New Zealand to diversify its economy quickly and reduce dependence on pastoral products."<sup>(2)</sup>

This passage, as do many others like it, expresses a fairly common 'official' view of tourism in New Zealand. Fundamentally a means of acquiring a favourable balance of payments situation by promoting the overseas sector of the industry. To all intents and purposes, this is an admission that the domestic tourism sector is of small economic significance and so is consequently left to its own means to survive.

The reason for this noticeable bias in the literature available is not only due to the preoccupation with the economics of the industry but also to the fact that documentary information on overseas tourist movement in New Zealand is readily available

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(1) most evident from the National Development Conference's Report on Tourism (May 1969)

(2) Publication No.4 of the Contract Research Unit of the NZ Institute of Economic Research, p.5.



because the majority of overseas visitors have their holiday itineraries planned and programmed under the general auspices of various national tourism organisations.

Domestic tourists and holiday-makers, on the other hand, do not represent anywhere near the same economic proposition to the national development of tourism. Not only then are they of little relative significance, but their activities in this line of recreation are so countless and complex that attempts at comprehensive documentation of movement would soon prove to be of impracticable avail. The relative randomness and spontaneity of movement characteristic of the holiday-maker are at once the distinguishing features of this recreation pursuit and form as well the inhibitory stops to a full and satisfactory examination and investigation of his recreation activities.

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## Some Initial Considerations

The survey of visitors staying in motels in Napier over the 1970-71 summer was aimed at identifying and measuring some of the variables that operate within the tourism process.

The questionnaire itself was designed<sup>(3)</sup> to extract information along the following general lines:

- 1 the size, composition and basic social characteristics of each visiting group
- 2 the home base of each group
- 3 whether the group had journeyed directly to Napier, and intended to journey directly home
- 4 the proposed length of stay in Napier
- 5 the frequency and periodicity of visits to Napier by each group

In addition to this information, the visitor was asked to rank nine given attractions in Napier (and nearby) in the order in which he saw their value to tourism in the city, and to volunteer suggestions as to ways in which Napier's tourist appeal might be improved.

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(3) see Appendix 9.

One major initial problem that had to be overcome was the method of administering the questionnaire, since the effectiveness of this would be an influential factor in the relative success of the survey. It was important that the method of administration did not involve activities that would interfere with either the normal functioning of the motel service or the privacy and freedom of the visitor. One or two moteliers when initially approached as to the desirability of their businesses being subjected to a questionnaire survey of the proposed magnitude involved, cast doubts that the visitors would care to be bothered with questions whilst on holiday. It was necessary in this situation to sympathise with the motelier because, after all, it befell him by function to provide a satisfactory service for the tourists who might object to being presented with a questionnaire and so exercise their dissatisfaction to the detriment of the service he is trying to provide.

It was decided that the most convenient method of administration was to request the motelier to issue questionnaires himself to each group of visitors occupying individual motel units. This was not, methodologically speaking, a sound arrangement for a number of reasons which will soon become apparent. But it represented at least a working and flexible compromise between the impracticalities of exhaustive formal interviewing and the collecting of the same information from the motel register and by way of recall from the motelier.

With this situation then proposed and generally accepted, the motel survey involving the use of individual questionnaire sheets for each group of visitors occupying a motel unit in each of the fifteen motels exposed, was carried out for just over eight weeks, from Boxing Day (December 26) 1970 through to February 23, 1971.

It so transpired that the administration of the questionnaire by the motelier was rather an informal affair. Considering the circumstances, however, the situation had to be appreciated as a sensitive one. To impose rigid instructions as to the administration of the questionnaire would have not been appropriate and would have met with little success. With the motelier under no obligation to fulfil this particular duty, it was on his good graces and disposition that the success of the survey hinged.

So the administration of the questionnaire was not particularly consistent. Some moteliers actively offered the questionnaire to guests on arrival who then filled in the sheets at their leisure, returning them as instructed to the motel office when they checked out of the motel. Other moteliers left a small pile of questionnaires on their office reception desks in much the same way as for publicity brochures for the visitors to voluntarily remove. A few others preferred to place the questionnaires in each of the units prior to the arrival of each set of occupants.

One major drawback in the administration of

the questionnaire can be seen in that there was no contact by the questioner with visitors at any time and, therefore, no control over the answering of the questionnaire. Yet this in itself, being a consistent condition, meant that the numerical return from each weekly collection reflected the effectiveness of, and indeed the inclination towards, administering the questionnaire by the motelier in each particular motel. Compounding this situation are the factors of general curiosity and predisposition on the part of the tourists, either for or against, that might initially be randomly distributed among the total visiting population but which could be further manifested by the prevailing attitude of the motelier in his method of administering the questionnaire.

Some weekly returns of completed questionnaires were poor. There are some reasons, however, that might account in part for this. This was the time of year when the holiday accommodation service was operating at full capacity, occupancy rates were always in the 90-100 percent range, and occupancy turnover was continuous. At a time such as this it is quite conceivable that the survey and its questionnaires may have been overlooked in the preoccupation of providing an efficient and satisfactory service for the holiday-makers. In this way then occasional neglect of the questionnaire was to be expected, especially since the agreement with the motelier in respect of the survey carried no obligation and was purely voluntary. Besides which most of the moteliers could not be expected to be aware of the

methodological importance of maintaining a consistent level of questionnaire operation. It was decided at the onset not to press the need to comply to the requirements of rigorous 'scientific method' in handling the questionnaire since the line drawn between assent and dissent in some instances was rather tenuous. Suffice it was, or had to be, that the moteliers had agreed to do what they could.

As it turned out, some moteliers were apparently better at doing what they could than were others. Five or six of them produced consistently good returns each week from motels comparable in all respects to those whose responses had been poor. To illustrate this point briefly, three motels of similar size and level of operation have been selected below to show separate weekly returns:

	Motel 2	Motel 8	Motel 15
Week 3 <sup>(4)</sup>	10	1	7
Week 5	11	4	14

Fluctuations in weekly returns of completed questionnaires could be accounted for by the differences in length of stay of visitors. A predominance of short-stay visitors (say under three days) would be expected to result in a greater number of questionnaires being completed and returned each week. But evidence does not suggest particular motels to draw either short- or long-stay visitors

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<sup>(4)</sup>Week 3: January 12-19, 1971  
Week 5: January 26-February 2, 1971.

(a week or more) any more exclusively than others.

The contrast in the type of tourist staying at each of the three motels considered in the illustration can not be so great as to create such a variation in the numerical return of completed questionnaires for these two selected weeks. And so the variations in return response must be attributed in the main to the efforts of the motelier in administering the questionnaire.

If further surveys of this nature are to be undertaken, it would seem necessary to establish a more reliable and consistent form of administration technique. But the problems involved here have been outlined already. The imposition of a more formal type of investigation by other than a vested or financial interest in this field of tourism might serve only to increase opposition along the lines of the invasion of privacy 'principle'. This situation is further aggravated when the investigator wishes to make a longitudinal survey involving study over a number of weeks.

Even if moteliers could be convinced that they and their businesses would eventually benefit from such studies, the absence of instantaneous results and related publicity offers no major incentive. Although it is conceded that several of the moteliers may have rightly considered themselves to be authorities in the motel business, the one or two who declare that surveys of this nature would produce nothing they didn't already know can create through this attitude only a muted enthusiasm towards similar

studies where the partisan element plays such a determinant role in the operations of the survey.

The relationship between the questionnaire used in this survey and the effectiveness of its operation is bound by the efficiency of the administrator, in this case the motelier. It has been shown that within the confines of the operation of this survey, a number of factors have influenced the subsequent return of completed questionnaires. As a result of this, caution must be exercised when commenting later in the information collected and reviewed from the questionnaire.

In spite of the variations that occurred, however, in the completion and return of questionnaires, a total of 550 were returned completed over the eight-week period from a grand total of 680 distributed. This represents an 80.89 percent return overall, but this figure does not account for the situation in which a questionnaire offered to one visitor and refused, is then used again. Working from estimations of unit occupancy percentage for the motels over the period of study, and from a mean return of completed questionnaires for each motel, the 550 questionnaires completed and returned could represent approximately a 70-73 percent response from the total number of holidaying groups staying in motels in Napier over the selected eight-week period.



The information extracted from the completed questionnaires and the subsequent analysis of the results must be tempered by a number of considerations relevant to the survey. Perhaps the three most important of these are:

- 1 that the type of accommodation chosen for the survey was the motel
- 2 that the questionnaire was administered with varying degrees of effectiveness and, therefore, reliability
- 3 that the sample return represents approximately 70-73 percent of the total population exposed to the survey

Although the choice of the motel for this survey was made initially as a matter of convenience, preceding comments in this thesis<sup>(5)</sup> have served to establish the motel as a relevant form of holiday accommodation because it is the one type of accommodation house that is showing comparatively rapid growth, often at the expense of other types of accommodation houses. That this growth may be due as much to design as to desire does not affect the present state of the motel as a relatively standardised type of accommodation accessible to most groups of holiday-makers and tourists.

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(5) See Section Four, Motel Accommodation, pp.127-34.

No other form of holiday accommodation was subjected to this particular survey and so the results obtained must relate specifically to the tourist population who stayed in the fifteen motels in Napier over the 1970-71 summer holiday period, and who completed questionnaires.

To achieve the ends that this survey set out to accomplish, the means have had to forego some of the rigours of experimental method and design. But the techniques employed, involving reliance on the motelier to administer the questionnaires in an uncontrolled manner, were considered the most practicable at the time and for the purpose.

The degree of representativeness of the population exposed to the survey is difficult to establish. Although a 70-73 percent return is admitted, it is not likely that the groups who did not complete questionnaires were significantly different in terms of their composition or holidaying activities from those who did return completed questionnaires. It is assumed, in the absence of any evidence to the contrary, that the inclination not to complete questionnaires, for one reason or another, is a condition randomly distributed amongst the holidaying population.

## A summary of Results Obtained

Although much of the data collected from the motel questionnaires is of an interrelated nature, it is possible to divide it into four main categories:

- 1 group size and composition
- 2 particulars of journey
- 3 particulars of visit
- 4 subjective rankings of tourist attractions

The information collected from the questionnaires provides for a relatively extensive analysis and presentation of correlative material. Licence shall be exercised here, however, in selecting not all the correlations possible but rather a collection of those which appear to be the more meaningful in terms of their relevance to written work that has preceded this particular section.

It is not difficult to become engrossed in the manipulation of statistics to the extent that their analysis and presentation becomes a separate exercise in itself. Statistics, by careful selection and treatment, can often be used to demonstrate, quite convincingly, the most obscure sets of relationships that, in actual point of fact, may

have little practical bearing to reality. It is possible in this way to subject compiled statistics to all manner of tests of central tendency, of dispersion, of correlation, and of significance. These techniques assume critical importance where data collected under a controlled regimen is to be compared with data collected under the same regimen but in an altered temporal or spatial sequence.

Returning to this one motel survey, it is believed that sophisticated statistical analysis of the data collected would achieve relatively little in the way of meaningful results and drawn conclusions because the one regimen under which the survey was carried out initially cannot, by virtue of its nature, be re-established without extension to its parameters.

No great depth of analysis will be attempted, therefore, in the statistical interpretation of the results of the motel survey. The aim will be to present material in support of observations made already as to the nature of the tourism process in New Zealand, to the extent to which its expression is typified in Napier.

group number and composition

The first consideration will be that of the distribution of total visiting groups per region of normal residence. The region classification <sup>(6)</sup> is based generally on increasing distance removed from Napier. Besides the five New Zealand regions identified, there are three overseas categories, and a ninth to accommodate remaining overseas countries not already specified.

TABLE XXII

Distribution of Visiting Groups  
per Region of Normal Residence for  
Motel Survey (1970-71)

Region	Number of Groups	Number of Groups as % of total
0	35	6.3
1	66	12.0
2	172	31.3
3	177	32.2
4	26	4.7
5	12	2.2
6	19	3.4
7	2	0.4
8	6	1.1
9	2	0.4
Ns (a)	33	6.0
	<hr/> 550	<hr/> 100.0

(a) Region not stated

<sup>(6)</sup> see Appendix 10.

Three main points can be derived from this data (Table XXII):

- 1) 88.7 percent of all visiting groups exposed to the survey were composed of New Zealand residents<sup>(7)</sup>
- 2) 81.8 percent of all groups resided in the North Island
- 3) 5.3 percent of all groups were from overseas

Bearing in mind the constraints that must be recognised in interpreting this data as it relates to summer tourism in Napier generally, it appears that some conclusions can be tentatively drawn:

- a) domestic tourism, with nearly 90 percent of all groups so accounted, dominates the summer vacation scene.

This suggests then that although a growing number of overseas tour parties passes through Napier during the summer, the majority of visitors to the city during this period are New Zealanders on holiday.

- b) the regions of greatest population concentration in the North Island are the source of a correspondingly large proportion of summer visitors to Napier.

It is quite evident (Table XXII) that in supplying nearly two-thirds (63.5 percent) of all groups that participated in the survey, the northern

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<sup>(7)</sup> as from Table XXII, the sum of regions 1 to 5.

third (Northland, Auckland and Bay of Plenty) of the North Island and the Wairarapa-Wellington region are important sources of domestic tourism movement to affect Napier.

Operating in a negative manner, it could be that only just under one-fifth (18.3 percent) of all groups came from the more local regions<sup>(8)</sup> because visits to Napier might be made from these areas at any time in view of the distance involved, Taranaki and Wanganui regions being perhaps excepted. But the distance factor has been found to be inconsistent in several instances as an operating factor and cannot be reliably applied to some considerations. Dependence, therefore, upon distance journeyed as a determinant in conclusions drawn needs to be carefully qualified.

The South Island, by virtue of its distance removed and its relatively small proportion of population<sup>(9)</sup>, provided only 5.6 percent of the groups encountered in the motel survey. Other factors, such as the relative abundance of recreation resources and tourist attractions in the South Island, or the possible intention of South Island holiday-makers touring the North Island, having committed themselves to the rigours of preparing and effecting a holiday in the North Island, to treat themselves to staying in major tourist centres (like Rotorua, Taupo, Auckland, Bay of Islands), may serve to explain this small

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(8) Region 0 - Hawke's Bay-Volcanic Plateau-East Coast  
Region 1 - Manawatu-Wanganui-Taranaki

(9) 28.17 percent of New Zealand's population (1/4/72)

number of South Island groups that stayed in Napier motels during the summer of 1970-71.

In relating the group number and composition to the weekly periods for which the completed questionnaires were collected, it is necessary to bear in mind that the visits recorded for each week, say week number six which was February 2 to 9 (1971), did not all conveniently begin and end in that seven day period<sup>(10)</sup>. There was, for example, one stay of ten days recorded in the collection for week six which may have begun at the end of week four or beginning of week five.

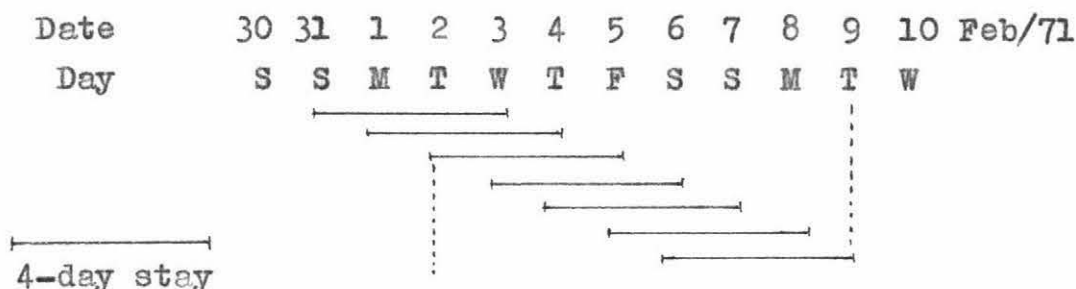
But since the mean length of stay for all 550 groups was four days (4.029 days) it can be fairly safely presumed that the majority of visits were made within the week immediately preceding the day of collection. But more specifically, the collection made each Tuesday counted visitors (using the mean stay of four days) from the week Sunday to Saturday preceding the collection day. The diagram following shows that for a mean stay of four days, the questionnaires collected on Tuesday (February 9,

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(10) The weekly periods covered by each collection did cover eight days. Collections were made between noon and 1 pm on Tuesdays. This meant that for Tuesday February 9, 1971, the collection recorded those groups departing on the Tuesday morning (motels must be vacated by 10 am on the day of departure), and groups arriving after this time (usually middle to late afternoon) were included in the following week's collection. So February 9 occurs in both Week 6 and Week 7.



1971) were completed by visitors who arrived in Napier from Sunday (January 31) to Saturday (February 6).



By this time of the summer, however, (first week in February) the weekly mean for the length of stay had dropped to three days, which has the effect generally of displacing slightly the period of arrival to from Sunday to Monday.

TABLE XXIII

Distribution of Groups per Assigned Week of Collection, showing Numbers and Composition, visiting Napier (1970-71)

Week (a)	Total Groups	Total Number of Persons per week	Mean Number per Group	% Total Groups with Children
1	52	190	3.6	57.7
2	110	371	3.4	50.9
3	76	263	3.5	51.3
4	61	217	3.6	57.4
5	70	248	3.5	50.0
6	63	171	2.7	20.6
7	60	158	2.6	21.7
8	58	159	2.7	15.5
	<u>550</u>	<u>1777</u>		

(a) see footnote p.184.

From this information (Table XXIII) the following points with respect to the composition of holiday groups visiting Napier and staying in motels during the 1970-71 summer can be made:

- 1) the mean size of all 550 visiting groups was 3.2 persons per group
- 2) the mean group size of 3.52 persons for Weeks 1 to 5 declined to 2.67 persons for Weeks 6 to 8<sup>(11)</sup>
- 3) for the first five weeks of the survey, groups with children (under 15 years) accounted for approximately half of all visiting groups

It can be concluded from these three points that:

- a) the mean number of persons per visiting group reflects generally the standard accommodation capacity of each motel unit.

Although some variations do occur, the motels in Napier offer accommodation at two to four persons

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(11) The 'weeks' refer to intervals of questionnaire collection as follows:  
 Week 1- December 26 (1970) to January 5 (1971)  
 Week 2- January 5 to 12  
 Week 3- January 12 to 19      Week 4- January 19 to 26  
 Week 5- Jan 26 to Feb 2      Week 6- February 2 to 9  
 Week 7- Feb 9 to 16      Week 8- Feb 16 to 23

The more accurate assessment of the period in which most groups arrived in Napier can be got using the time lag of three days and the mean stay of four days, illustrated pp.182-83.

per unit, with a limited number of units offering a capacity of up to six persons. It is most probable then that motels are in this manner self-selective forms of accommodation when group size is considered. Besides the physical limitations placed on larger travelling groups (say five or six people), there is the accompanying increased tariff charge, particularly if the occupying of two motel units is contemplated. Larger travelling groups, not encountered in this motel survey, are most likely to have sought accommodation at motor camps, or provided their own in the form of caravans.

- b) the higher incidence of groups containing children coincided with the school summer vacation period.

This condition was to be expected. And there is a noticeable decline in the number of groups with children from Week 6 (February 2 to 9) onwards, with a corresponding decline in the mean number of persons per group during February. This suggests that the intensity of pressure brought to bear on holiday accommodation during the peak summer period between Boxing Day and the end of January is released with the return of children to school, rather than to the deterioration of any other factors responsible in the first place for creating this distinctive concentration of holiday movement and activities.

## particulars of journey

Holiday movement relating to journeys made by domestic tourists is both complex and individual. But the need to secure accommodation in advance for the summer holiday season dictates that movement is often pre-directed in order to keep to a general daily schedule of arrival and departure.

Of specific interest for this particular motel survey was the nature of the journey made to and from Napier. From the questionnaire, visitors were asked if they had journeyed directly to Napier (from their normal place of residence) and if they intended journeying directly home from Napier. If affirmatives were made in both instances, it was assumed that for the group concerned the visit to Napier was the basic element of movement in their holiday.

If one or both replies were negative, it was assumed from this that the stay in Napier was part of a tour-type holiday in which at least one other major centres was visited.

The distribution of holiday journeys made directly to and from Napier for each week of questionnaire collection, and by region of normal residence has been calculated (Table XXIV):

TABLE XXIV

Distribution of Holiday Journeys  
Directly to and from Napier by Week of  
Questionnaire Collection, and by Region  
of Residence

Week	Region						Ns (a)	
	0	1	2	3	4	5		
1	3		7				1	11
2	1	10	16	9	1	2	3	42
3	2	3	5	6			4	20
4	1	2	8	3			4	18
5	5	4	10	2			1	22
6	1	3	5	5			1	15
7	3	4	9	3			2	21
8	2	3	10	1				16
	18	29	70	29	1	2	16	165

(a) place of residence not stated

Two points of interest can be extracted from the data on direct-return journeys:

- 1) of the 550 groups exposed to the survey, 165 (or 30 percent) journeyed directly to Napier and journeyed directly home (or so they intended at the time of completing the questionnaire)
- 2) 42.4 percent of all groups that made direct-return journeys came from the region arbitrarily defined as Wairarapa-Wellington (Region 2)

Comments on these two points can be directed as follows:

- a) the majority (70 percent) of all holidaying groups visiting Napier had made, or intended to make, overnight stays in other centres too.

It was suggested by some moteliers in Napier at the time of this survey that the present trend is for domestic holiday-makers to make tours of several centres when summer vacations are taken. The results of this motel survey seem to bear this out (although the trend cannot be shown to be progressive by nature of this one survey), with just 30 percent of all visiting groups journeying directly to Napier and returning directly home.

- b) as the general location of the place of residence increases in distance from Napier, the proportionate incidence of direct-return journeys decreases.

Although 70 out of the total 165 (or 42.2 percent) direct-return journeys were recorded for groups from Region 2 (Table XXIV), the set of figures following (Table XXV) shows that for each particular region in the North Island, the percentage of total group visits recorded that were direct-return journeys was highest for the most proximal region, and decreased as the region's mean distance from Napier increased.

Thus for the total of 35 groups from Region 1 that stayed in city motels over the recorded summer period, just over half their number (51.4 percent)

journeyed directly to Napier and directly home. This percentage value decreases to 16.4 percent for those groups from Region 3.

TABLE XXV

Percentage of Total Groups per  
North Island Region that made a Direct  
-Return Journey to Napier (1970-1971)

Region	Total Groups	% Total Groups making Direct Return Journey
0	35	51.43
1	66	43.94
2	172	40.69
3	177	16.38

The one other feature relating to the journey made by holidaying groups visiting Napier during the summer of 1970-71 and staying in city motels is that, as might be expected, a majority travelled by private motor car. From the questionnaire returns, 53 (or 9.64 percent) of the 550 total completed indicated that the group had travelled by some other means - 24 by rented vehicle, and 29 by public transport.

The dependence upon private transport is high, although again the type of accommodation chosen for the survey, that is, the motel, may have influenced these results in that it is an accommodation form designed initially as a 'motor-hotel'. The figure of 90.36

percent of all groups relying on private transport can be increased to 94.73 percent if the rented vehicles are counted as a temporary private transport means, affording the same degree of mobility and flexibility of movement as is provided by the private motor vehicle.

This high incidence of private vehicle use emphasises the role of the motor car in the tourism process, not only in providing transport to and from the holiday destination, but also in permitting maximum freedom and individuality of movement at the place of holiday.



## particulars of visit

Information that was collected from the motel survey questionnaire relating to particulars of the holiday visit was ordered into four divisions:

- 1 the length of stay of the visit
- 2 whether or not the group's visit was its first to Napier
- 3 how often the group made visits to Napier
- 4 the time of the year at which these visits were generally made

Quite obviously, if a first visit was recorded, then the third and fourth parts, relating to visit frequency and periodicity, were not applicable.

From the data compiled on the lengths of stay in Napier motels made by the visiting groups (Table XXVI), two salient points can be identified:

- 1) 267 (or 48.5 percent) of all visiting groups stayed in Napier for from two to three days
- 2) 88.7 percent of all visiting groups were in Napier for stays of seven days or less

Comments on these two points can be directed as follows:

- a) the most common length of stay by visitors to Napier, as encountered in the survey of motels, was two to three days.

While a mean length of stay was earlier established at 4 days, calculated from total days (2216) spent in Napier by 550 visiting groups, the most common length of stay was two to three days, representing one to two nights' stay in Napier.

It has been suggested that Napier lends itself well to holiday visits of this duration through its relative concentration of recreation facilities and tourist attractions along the Marine Parade, as well as the regional attractions that are mostly within half a day's return journey from Napier.

There is also the cost factor involved to account for. Motel tariffs<sup>(12)</sup> for say a family group of four amount to around 15 or 16 dollars a night. Long stays of say up to a week can therefore amount to quite a high cost.

- b) only a small proportion (11.3 percent) of all visiting groups holidayed in Napier for periods of more than one week.

This particular state of affairs may represent as much the prohibitions put on extended lengths of stay by motel tariffs as it does other factors of

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(12) see Appendix 7.

individual inclination and design. Apart from one exceptional stay of over three weeks, it would be more likely for groups intending to stay in Napier for a week or more to seek other forms of accommodation, like motor camps with cabin or caravan or even tent-site facilities, where the accommodation tariffs for longer stays are more realistic.

The motel must be regarded as a form more convenient for short-stay accommodation, which must have duly influenced the lengths of stay for holiday visitors recorded in this survey.

The motel questionnaire that was administered over the summer of 1970-71 sought also to determine for how many groups were their visits to Napier first time events, and to gain some measure of the number of people who came regularly to Napier during the summer holidays.

From the information collected on the distribution of groups exposed to the survey who were, at the time, making first visits to Napier (Table XXVI), two points can be noted:

- 1) 176 groups (32 percent) of the total 550 groups exposed to the motel survey were making their first visits to Napier
- 2) 57.39 percent of all first visits were made by groups from Regions 2 and 3

TABLE XXVI

Distribution of Groups making  
First Visits to Napier, by Region  
of Residence

Region of Residence	Total all Groups	Number of Total on First Visit	Number of First Visits as % total Visits
0	35	7	20.0
1	66	9	13.6
2	172	34	19.7
3	177	67	37.8
4	26	14	53.8
5	12	9	75.0
6	19	19	100.0
7	2	2	100.0
8	6	6	100.0
9	2	1	50.0
Ns (a)	33	8	24.0
	550	176	

(a) place of residence not stated

Two summaries can be made from the information collected on first visits to Napier (Table XXVI):

- a) nearly one-third of all groups who visited Napier over the 1970-71 summer period were making their first such visits to Napier.

Employing the converse here, it is apparent that 68 percent of all groups exposed to the motel survey had made previous visits to Napier, though not necessarily of a regular nature during the summer months.

No comparative material is available to

measure the relevance of this finding, and no figure can be but otherwise arbitrarily drawn as representing the point at which it is possible to say that the factors of popularity begin here to assert some influence on the decision to visit Napier over successive summer periods. For those people passing through Napier en route to some other holiday centre, the popularity factors so inferred must give way to those representing more the convenience of Napier's location.

- b) as the general location of place of residence increases in distance from Napier, the proportionate frequency of first visits to Napier increases.

Excepting the figures for Region 0 (Table XXVI) where a seemingly high one-fifth of all groups were making their first visits to Napier, there is, for each region in sequence, an increase in the proportion of the number of groups from that region making first visits to Napier. This increases to a maximum of 100 percent for Regions 6, 7 and 8 where previous journeys to Napier (even to New Zealand) would not be expected to have been made, but the exception is shown for region 9 where one group from the British Isles had in fact visited Napier at some earlier date.

It should be added at this point that, for groups indicating earlier visits to Napier, it has been assumed that these groups were of generally the same composition when they had visited Napier at some previous time. It is more the group visit rather than any individual visits by its members that is

intended for analysis here.

In order to gain some measure of the popularity of Napier as a holiday centre, tourist groups exposed to the motel survey, and not making first visits to the city, were asked to indicate the frequency with which they visited Napier<sup>(13)</sup>. The response to this question relates to the 374 groups who had visited Napier previously (Table XXVII).

TABLE XXVII

Frequency of Visits to Napier  
by Region of Residence of Visiting  
Group

Region	Frequency of Visit			Ns <sup>(a)</sup>
	Irregular	Once every 2-3 years	At least once a year	
0	6	3	19	
1	14	19	22	2
2	41	40	56	1
3	44	33	30	3
4	4	3	5	
5	2	1		
Ns <sup>(b)</sup>	8	2	16	
	<u>119</u>	<u>101</u>	<u>148</u>	<u>6</u>
	(31.8%)	(27.0%)	(39.6%)	(1.6%)

(a) frequency of visits not stated

(b) place of residence not stated

(13) see Appendix 9.

Two salient points emerge from this analysis of frequency of visits to Napier (Table XXVII):

- 1) 148 groups, representing 39.6 percent of the total 374 groups not making first visits to Napier, made visits at least once every year
- 2) for a further 220 groups (56.8 percent of the total), visits to Napier ranged from once every two to three years to an unspecified but irregular frequency

Results from the analysis of the frequency of visits to Napier by groups exposed to the motel survey cannot be held to be of any great significance because the frequency of visits, and their periodicity, arise from rather a complex set of factors that defy a full measurement to be taken in a survey of this kind. Examples of the variables that might operate include the instance where say only one previous visit has been made to Napier, thus hardly constituting a basis for measuring the regularity (or irregularity) of visits to Napier. It may also be that since previous visits to Napier, the group's normal place of residence had shifted, a move that may have brought the group nearer to (or more distant from) other centres of summer recreation.

There is no indication that groups from regions more proximal to Napier visit at any higher degree of frequency than do groups from more distal regions.

Of the 148 groups that made at least one visit every year, 129 of these indicated that their

visits were made at set times during the year, as follows:

Period of Visit	Number of Groups	Number of Groups as % of total 129 Groups
summer	104	80.62
autumn	12	9.30
other times	13	10.08
	<hr/> 129	<hr/> 100.00

Comments on the frequency and periodicity of visits by groups to Napier during the 1970-71 summer can be directed as follows:

- a) no clear pattern emerges of the frequency of visits to Napier by groups holidaying during the summer.

Nearly one-third of all groups for whom the recorded visit to Napier was not their first, indicated that their visits were of an irregular frequency. Two-fifths (39.6 percent) of the groups exposed to the survey replied that they visited Napier at least once every year, although this did not necessarily imply that each visit during the year was for the purposes of recreation.

- b) there appears to be no marked variation in the degree of frequency of visits for groups according to region of normal residence.

Although a greater proportion of groups from Region O (Hawke's Bay-Volcanic Plateau-East Coast)



indicated that they visited Napier more than once a year, which can be accounted for in part by factors of immediate proximity and therefore convenience for business as well as holiday visits, group visits from other North Island regions showed no distinct patterns along the lines of say decreased frequency of visits with increasing distance from Napier.

It appears from this that group mobility is sufficiently well developed, and so the elements of inclination and convenience then assume importance as determinants in establishing the frequency of visits to Napier, particularly in the case of North Island holiday-makers.

- c) the summer season is the time of the year in which most visits of a regular nature are made to Napier.

This may appear a quite elementary statement since it has been shown earlier in this thesis that factors of better weather, the incidence of school holidays, and the taking of extended annual leave, coincide to maximise holiday movement during New Zealand's summer.

Of the 129 groups that indicated they visited Napier regularly and at set times in the year, 80.6 percent of these visits were made during the three summer months.

subjective rankings of tourist attractions

The final part of the questionnaire administered to visiting groups who stayed in Napier's motels during the 1970-71 summer was composed of a list of tourist attractions arbitrarily drawn up that were suggested as being reasons for holiday visits to Napier. (14)

It became apparent during the survey that the list was not exhaustive, and a number of further items could have been included, among them:

visiting friends and relatives  
fishing  
horse racing

But it was felt that the nine items supplied did cover fairly well the types of attractions that drew visitors to Napier. Some groups, in filling out this section, tended to insert in the 'other' category, statements that betrayed their particular predicament at the time. For example, one group scored the 'other' category highest and wrote in it: 'desperation as an alternative to unacceptable postal booking in Gisborne'.

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(14) see Appendix 9.

Bearing in mind then that a unique set of individual circumstances will accompany each group's rankings, the overall pattern emerges as follows:

TABLE XXVIII

Relative Ranking of Tourist Attractions showing Percentage Distribution for Selected Positions.

	% of total FIRST rankings	% of total 2nd, 3rd & 4th rankings	% of total 9th & 10th rankings
Marineland	33.26	13.34	4.79
Climate	17.40	15.31	5.88
Informal relaxed atmosphere	12.33	11.14	5.45
Marine Parade	9.91	15.47	3.70
Beaches	8.15	12.21	8.71
Parks and gardens	7.93	17.66	2.83
Regional attractions	7.49	8.49	7.62
Retail and commercial	1.54	3.03	28.13
City night life	0.45	2.80	32.20
	(1.54)	(0.55)	(0.69)
	<u>100.00</u>	<u>100.00</u>	<u>100.00</u>

Three observations can be made from this data presented (Table XXVIII):

- 1) one third of all groups visiting Napier ranked the Marineland complex as being the most important attraction the city possesses

- 2) retail and commercial services, and Napier's city night life, are poorly ranked features of the summer holiday scene
- 3) the value of the features that make up Napier's supply of urban recreation amenities is generally recognised by visitors

The following points can be made with respect to these three observations:

- a) Napier's Marine Parade, with Marineland, is perceived by visitors as being the dominant tourist attraction in the city.

It has been shown previously<sup>(15)</sup> that Marineland is a popular tourist attraction in Napier. The associated Marine Parade amenities, like miniature golf, mardi gras and skating, for example, serve to complement the power of attraction that Marineland possesses.

- b) the subjective rankings of particular tourist attractions in Napier is influenced by a number of variables that pertain to the nature and activities of the visiting group.

Some of these influential factors that in part determine the ranking of the tourist attractions provided include:

composition of the visiting group

A younger-aged group might rank more highly say the Marine Parade amenities or the beaches, while older-aged group members may feel more inclined towards

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(15) see Napier's Marineland, pp.89-95.

the parks and gardens or the relaxed informal atmosphere. Younger people may be more critical of Napier's city night life.

#### objectives of the visit

Much of the poor ranking accorded the retail and commercial services must be attributed to the fact that they are not normally the focal point of the holiday visit. And these same services, not being unique to Napier, would not normally be perceived as important tourist attractions.

#### length of stay

This will usually determine the extent of utilisation of recreation resources and amenities by visitors to Napier, although rankings can still be made without prior experience of the items listed.

#### region of normal residence

Visitors from say Nelson or Gisborne are not likely to rank climate highest since the elements of Napier's weather should not have influenced the decision of these groups to visit Napier in particular. Visitors from larger New Zealand cities where retail and commercial services are more extensive are not likely to consider Napier's services of any great importance.

prevailing conditions

The incidence of inclement weather could influence the ranking of the climate factor, as may have been the case in this particular survey because January of 1971 was an abnormally wet month in Napier<sup>(16)</sup>. Frustrations that arise as a result of the reduced supply of specific retail, trade or professional services, particularly over the Christmas-New Year peak period, could account for a low ranking of these services.

- c) Napier's climate and the generally informal relaxed atmosphere that develops during the summer are perceived by visitors as factors contributing to the popularity of Napier as a holiday resort.

Although a certain amount of prior conditioning may be operating here in that Napier is known generally to have a 'good' climate, and that the holiday atmosphere of relaxed informality is to be partly expected of an 'unspecialised' holiday resort - in contrast to say Queenstown where the higher incidence of overseas tourists, and the transformation of the borough during the tourist season into a commercial tourist resort makes for an atmosphere more of an insincere nature and scheduled formality - the perception of these two factors of favourable climate and general hospitality seems to play an important part in the success of summer recreation and tourism activities in Napier.

## The Case Study in Summary

A summary of the findings from the motel questionnaire survey that was conducted in Napier during the summer of 1970-71 can quite conveniently be made by listing the conclusions that have been drawn in this section of the thesis from an analysis of the survey results:

- 1) domestic tourism, with nearly 90 percent of all groups so accounted, dominates the summer vacation scene.
- 2) the regions of greatest population concentration in the North Island are the source of a correspondingly large proportion of summer visitors to Napier.
- 3) the mean number of persons per visiting group reflects generally the standard accommodation capacity of each motel unit.
- 4) the higher incidence of groups containing children coincided with the school summer vacation period.
- 5) the majority (70 percent) of all holidaying groups visiting Napier had made, or intended to make, overnight stays in other centres too.
- 6) as the general location of the place of residence increases in distance from Napier, the proportionate incidence of direct-return journeys decreases.
- 7) the most common length of stay by visitors to Napier, as encountered in the survey of motels, was two to three days.

- 8) only a small proportion (11.3 percent) of all visiting groups holidayed in Napier for periods of more than one week.
- 9) nearly one-third of all groups who visited Napier over the 1970-71 summer period were making their first such visits to Napier.
- 10) as the general location of place of residence increases in distance from Napier, the proportionate frequency of first visits to Napier increases.
- 11) no clear pattern emerges of the frequency of visits to Napier by groups holidaying during the summer.
- 12) there appears to be no marked variation in the degree of frequency of visits for groups according to region of normal residence.
- 13) the summer season is the time of year in which most visits of a regular nature are made to Napier.
- 14) Napier's Marine Parade, with Marineland, is perceived by visitors as being the dominant tourist attraction in the city.
- 15) the subjective ranking of particular tourist attractions in Napier is influenced by a number of variables that pertain to the nature and activities of the visiting group.
- 16) Napier's climate and the generally informal relaxed atmosphere that develops during the summer are perceived by visitors as factors contributing to the popularity of Napier as a tourist resort.

So ends the statistical analysis of information collected from the motel questionnaire survey that formed the basis of this special case study of tourism in Napier. Interpretations and conclusions



have been made with due respect for the nature of, and limitations imposed by, the survey and the administration of the questionnaire.

The information gathered from the motel survey and analysed in this section of the thesis presents a summary of the tourism process in Napier during the summer holiday season. Although change is integral to all processes, the main patterns and trends of tourism that have been identified cannot be expected to change dramatically, because a process that is itself made up of many complex and individual components can absorb progressive growth changes without experiencing untoward marked changes and modifications to its overall pattern.

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## SECTION SIX

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### CONCLUSION

Although tourism in New Zealand has been a dominant form of outdoor recreation for at least the last two decades, as an important social process involving a unique set of interactions between man and his physical and cultural environment, it has attracted very little attention from either academic or practical interests. The reasons for this relative neglect of leisure-time activities generally, were suggested at the onset of this work<sup>(1)</sup>.

Admittedly the activities of man in his non-obligatory time are much more difficult to study because of their individuality and relative spontaneity, aspects that are not nearly so apparent as when he is engaged in 'obligatory-time' activities. But the increasing contribution that leisure-time activities and pursuits are making to the patterns of man's way of life, particularly in Western countries, deserves to be recognised and examined to a far greater extent than it is at present.

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(1) see comments by Mercer (1970), p2.

This thesis has attempted to identify and in part measure some of the variables that operate within the tourism process. It has been necessary to approach this end in a fairly systematic fashion, identifying first the more 'predictable' elements like the recreation resources and amenities and services, and then examining their interaction with the introduction of the human factor. From this it has been possible to make generalisations as to the nature of some of the broad characteristics of tourism - its seasonality, its dependence on the private motor vehicle, its growth as reflected in the growing provision of accommodation houses, the intense pressure of utilisation it brings to bear on recreation resources, amenities and services, and the contrasts between overseas and domestic tourism.

Final observations on tourism in New Zealand can perhaps best be concluded with a series of statements relating to the problems, firstly those that confront the study of tourism as a recreation pursuit, and secondly the ones that have become apparent as a result of the growth and development of tourism in New Zealand.

## Problems in the Study of Tourism in New Zealand

- 1 The relative absence of data and information available on domestic tourism in New Zealand.

National organisations<sup>(2)</sup> have begun to realise the value of overseas tourism in New Zealand to the overall economic climate of the country and, motivated by this, have produced material and reports based on policies for continued growth and development in all sectors of this particular recreation activity<sup>(3)</sup>. This published material shows concern, however, more for the economics of tourism on the national scale than for the control and coordination necessary of the variables that make up the process as primarily a recreation pursuit.

Domestic tourism, by comparison, has been largely ignored. This state of affairs presents a considerable handicap to studies of tourism that intend to be of a comparative nature but, at the

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(2) for example; the National Development Council, the New Zealand Institute for Economic Research, the Tourist and Publicity Department, the Tourist Development Council, the New Zealand National Travel Association.

(3) instance the Report on Tourism by the Tourism Sector Committee of the National Development Conference (1969).

same time, the relative 'novelty' of a new field of study into human activities should attract more attention in the future, particularly since it involves interactions between man and his environment that are just as widely observed as they are experienced.

2 The difficulties of access into the study of man at leisure.

An accurate and satisfactory documentation of man's leisure activities will continue to appear an elusive objective because of the relatively private and individual nature of these activities. This should not deter attempts, however, at entering this field of study, but it will require the initial move of formulating an understanding of the nature of the processes that characterise leisure activities in general, and tourism in particular, and of the impact that these activities will have on the environment, if progress is to be made towards the analysis of the human factor in the context of recreation.

3 The difficulties of documenting leisure activities.

These difficulties arise from two main sources. Firstly, leisure activities occupy non-obligatory time which suggests that the pursuits and the people

involved will not be particularly amenable to comprehensive investigation. And secondly, the patterns of recreation are extremely diverse and would seem to defy analytical examination on a 'scientific' basis. To this are added the vagueness and intangible nature that characterises the concept of leisure.

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## Problems in the Process of Tourism in New Zealand

Most of the problems that have become apparent in the tourism process are generally the result of the lack of any positive and objective direction taken in the planning and coordination of leisure activities and recreation pursuits in New Zealand.

More attention needs to be paid to a number of factors that play important contributing roles in the overall tourism process. While not exhaustive these points may serve to highlight some of the factors that merit consideration.

### POINTS TO BE RECOGNISED

- a) the value of recreation activities in promoting the general well-being of the people
- b) the relative absence of data and information on domestic tourism based on objective studies carried out in New Zealand
- c) the intensive recreation resource utilisation that occurs during the summer months in New Zealand
- d) the continued provision of appropriate recreation services, particularly of holiday accommodation

- e) the inseparability of man, his recreation and his motor car

#### POINTS TO BE RESOLVED

- a) that the planning for recreation in New Zealand be preceded by the definition of objectives and the collection of data relevant to establishing a desirable climate for the pursuit of recreation
- b) that such planning policies be formulated as much along the lines of resource management as towards the promotion of the more desirable economic aspects of tourism
- c) that the provision of amenities and services appropriate to overseas tourism does not necessarily imply that they are in turn suited to domestic tourism in New Zealand



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 APPENDIX 1
 

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## A Survey of Summer Holiday Activities

This is a Questionnaire designed to investigate the activities of a section of secondary school age inhabitants of Napier during the seven weeks of the 1970-71 summer school holidays.

Your cooperation in completing this questionnaire as accurately as possible would be most appreciated.

- 1 Age: \_\_\_\_\_ years                      2 Sex: MALE/FEMALE
- 3 Did you go for a holiday (ie leave Napier for a period of more than TWO consecutive days) during the summer school holiday?                      YES/NO

NOTE: If you went for more than one holiday (according to the definition above) please state details of main holiday on this page, and details of 'minor' holidays on the blank sheet attached.

If YES (for question 3) -

- a) please state place (ie town, city, etc.) of holiday -
- \_\_\_\_\_

If your holiday took the form of a tour, please state towns/cities at which you stayed overnight -

\_\_\_\_\_

- b) how long was your holiday? \_\_\_\_\_ days/weeks

(continued)

- c) did you accompany your parents on  
this holiday? YES/NO

If NO -

Please indicate which of the following  
applies -

holiday on your own

holiday with friends

stayed with friends or relations

other (specify) \_\_\_\_\_

- d) over what part of the school holidays was  
your holiday spread? (specify dates)
- \_\_\_\_\_

Thank you

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 APPENDIX 2
 

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 Area of Main Forms of Outdoor  
 Recreation Land in Napier, 1972

	Hectares	Acres
gardens and reserves		
Botanical Gardens	4.9	12.0
Clive and Memorial Squares	1.1	2.8
Tiffen Park	1.2	3.0
Gleeson Park	1.2	3.0
Alexander Park	13.3	32.8
Kennedy Park	7.1	17.5
Anderson Park	35.6	88.0
	<hr/>	<hr/>
	64.4	159.1
sports parks (a)		
Nelson Park	8.1	20.0
McLean Park	4.0	10.0
Marewa Park	7.3	18.0
Ahuriri Park	3.8	9.5
Onekawa Park	8.6	21.2
Whitmore Park	9.0	21.7
Taradale Park	5.7	14.0
Bledisloe Park	1.6	4.0
Maraenui Golf Links	31.2	77.1
Waiohiki Golf Links	57.8	142.8
	<hr/>	<hr/>
	137.1	338.3
neighbourhood parks		
Te Awa Park	6.4	15.8
Pirimai Park	2.5	6.2
Pirimai South Park	1.6	4.0
Maraenui Park	6.6	16.2
Spriggs Park	1.2	3.0
	<hr/>	<hr/>
	18.3	45.2

(continued)

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 (a) does not include school playing fields

domains	Hectares	Acres
Marine Parade	13.9	34.3
Westshore Domain	9.3	23.0
Westshore Lagoon	50.2	124.0
Papakura Domain	37.3	92.0
Bluff Hill Domain	1.2	3.0
	<u>111.9</u>	<u>276.3</u>
	<u>331.7</u>	<u>834.1</u>
Total		

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 APPENDIX 3
 

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## MARINELAND VISITS

Age: \_\_\_\_\_ years

MALE/FEMALE

Please indicate, by making a cross in the appropriate box, the number of times you attended a performance at Napier's Marineland during each of the three month periods listed below -

	Period 1 December 1970 to February 1971	Period 2 March 1971 to May 1971
not at all	<input type="checkbox"/>	<input type="checkbox"/>
once	<input type="checkbox"/>	<input type="checkbox"/>
twice	<input type="checkbox"/>	<input type="checkbox"/>
3 times	<input type="checkbox"/>	<input type="checkbox"/>
4-5 times	<input type="checkbox"/>	<input type="checkbox"/>
more than 5 times	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate (in the same manner) the number of times your parents (together or individually) attended a performance at Napier's Marineland during each of the two periods listed below -

	Period 1 December 1970 to February 1971	Period 2 March 1971 to May 1971
not at all	<input type="checkbox"/>	<input type="checkbox"/>
once	<input type="checkbox"/>	<input type="checkbox"/>
twice	<input type="checkbox"/>	<input type="checkbox"/>
3 times or more	<input type="checkbox"/>	<input type="checkbox"/>

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 APPENDIX 4
 

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Account of the Hawke's Bay Aquarium and Planetarium Board, November 1970 to November 1971, showing Percentage Distribution of Costs.

## MARINELAND:

a) capital costs	\$14,354.72
construction and materials	71.7%
administration: building and construction	21.2
purchase of equipment	5.6
animals (sealion)	1.5
	<hr/>
	100.0
b) operating costs	\$42,190.06
staff salary and wages	55.5%
food	17.5
light and power	8.1
repairs and maintenance	9.9
sundries	9.0
	<hr/>
	100.0

## AQUARIUM:

a) capital costs	\$1,776.94
equipment purchases and fish	28.4%
architect's fees	71.6
	<hr/>
	100.0
b) operating costs	\$11,433.76
staff salary and wages	72.6%
repairs and maintenance	2.2
sundries	25.2
	<hr/>
	100.0

Source: Napier City Council

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 APPENDIX 5
 

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 Number and Distribution of Bus Tour  
 Groups Passing through Napier  
 (December 1970-February 1971)

December 1970		
Overseas Groups	Number of Tours	Number of Tourists
Tiki Tours	8	249
Newmans	6	117
Trans Tours	7	262
White Heron Tours	3	58
Tiki Quality Tours	3	57
Others	5	96
	<hr/>	<hr/>
	32	839
January 1971		
Overseas Groups		
Tiki Tours	13	260
Newmans	5	146
Trans Tours	9	317
White Heron Tours	2	60
Tiki Quality Tours	5	71
Others	6	117
	<hr/>	<hr/>
	40	971
February 1971		
Overseas Groups		
Tiki Tours	8	198
Newmans	7	166
Trans Tours	3	93
White Heron Tours	1	10
Tiki Quality Tours	1	15
Others	2	20
	<hr/>	<hr/>
	22	502
	<hr/>	<hr/>
	94	2312
	<hr/>	<hr/>

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 APPENDIX 6
 

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 Napier Hotel Tariffs per Single Person  
 (September 1972)

	Total Beds	Tariff (\$)	Service	Rooms with Bath or Shower
Cabana	24	6.00	BB <sup>(a)</sup>	3
Central	31	9.90	daily	2
Criterion	31	6.00-11.00	BB	5
Masonic	96	13.00-15.50	daily	17
Napier	19	8.50	daily	-
Onekawa	24	6.75	BB	10 (all)
Provincial	24	7.50	daily	2
Union	14	7.50	daily	-
Westshore	9	6.00	daily	-
Travelodge	120	10.50	BB	60 (all)
Consolidated Motels	60	7.00	BB	30 (all)

(a) bed and breakfast only

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 APPENDIX 7
 

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 Napier Motel Tariff Charges  
 (per night per 2 persons)

	1969 (\$)	1972 (\$)
Kennedy Park	5.50	7.00
Marineland	6.50-9.00	7.50-10.00
Aramoana	6.60	8.00
Spanish Lady	7.00-8.00	9.00-10.00
Sunset Court	7.00	8.00-9.50
Tropicana	8.00	9.00
Bamboo Lodge	7.00	8.00-8.50
Colonial Lodge	7.00	8.50
Fosters	6.00	9.00
Marewa Lodge	7.00-9.00	8.00-10.00
Rawhiti	6.50	7.50
Snowgoose	8.00	8.00-10.00
Xclusive	6.50	7.00
Links	6.50	8.00-9.00
Westshore	5.00	6.00
McLean Park Lodge	-	8.00-9.00
Reef	-	8.50
Sherwood	-	8.50
Cedar	-	8.50

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 APPENDIX 8
 

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 Survey of Eating-Houses in  
 Napier

## Questionnaire

- 1 Please indicate (by marking a cross in the appropriate box) the TYPE OF BUSINESS you operate. (More than one type may be applicable)

milkbar/dairy	<input type="checkbox"/>
coffee bar	<input type="checkbox"/>
milkbar/cafeteria	<input type="checkbox"/>
grills, takeaways	<input type="checkbox"/>
restaurant	<input type="checkbox"/>
licensed restaurant	<input type="checkbox"/>
other (please specify)	_____

- 2 Please state the total number of FULL-TIME STAFF employed (include manager/owner and wife where applicable) throughout the year.
- \_\_\_\_\_

- 3 Do you employ PART-TIME STAFF during the summer period, December to February? (delete one)

YES/NO

If YES,

how many part-time staff do you employ during this period?

\_\_\_\_\_

- 4 Please indicate from the following list the TYPE OF SERVICE that most suitably describes your business.

a) light refreshments (milkbar/dairy type)  
 eg milk shakes, soft drinks, ice cream

b) light refreshments (coffee bar type)  
 eg coffee, fruit juices, toasted sandwiches

continued

- c) morning and afternoon teas (milkbar/cafeteria)  
eg sandwiches, small cakes, savouries,  
tea, coffee, etc.
- d) light meals (grills, takeaways)  
eg fish and chips, hamburgers,  
chips, etc.
- e) restaurant (multi-course meals)  
eg hot meals, dessert, served with  
tea and coffee
- f) licensed restaurant

5 Please specify the normal HOURS OF SERVICE that you provide during the week.

(Take an average week in say mid-March, that is, a non-holiday period)

Monday \_\_\_\_\_

Tuesday \_\_\_\_\_

Wednesday \_\_\_\_\_

Thursday \_\_\_\_\_

Friday \_\_\_\_\_

Saturday \_\_\_\_\_

Sunday \_\_\_\_\_

6 Please indicate for the specified days below the HOURS (eg 9am - 5pm) during which your business was open.

Note: This information is important and I would be grateful if you could specify these hours of service as accurately as possible.

Wednesday 23 December, 1970 \_\_\_\_\_

Thursday 24 \_\_\_\_\_

Friday 25 (Christmas Day) \_\_\_\_\_

Saturday 26 (Boxing Day) \_\_\_\_\_

continued

Sunday 27

Monday 28

Tuesday 29

Wednesday 30

Thursday 31 December, 1970

Friday 1 January, 1971

Saturday 2

Sunday 3

Monday 4

Tuesday 5

Wednesday 6

Thank you for your cooperation

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 APPENDIX 9
 

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 Survey of Visitors to Napier  
 1970-71

- 1 Number of persons in group or party \_\_\_\_\_
- 2 Reason for present visit (delete one) \_\_\_\_\_
- BUSINESS/HOLIDAY
- (Continue only if reason for visit is HOLIDAY)
- 3 Do the members of the group constitute (check one)
- a) a one-family group
- b) a mixed family group
- c) some other form of group (Specify) \_\_\_\_\_
- 4 Number of persons in group under 15 years \_\_\_\_\_
- 5 Place of normal residence
- a) city (specify) \_\_\_\_\_
- b) town (specify) \_\_\_\_\_
- c) other (specify) \_\_\_\_\_
- 6 Occupation of head of group (check one)
- a) professional (doctor, lawyer, teacher, etc)
- b) clerical or office worker
- c) skilled worker (tradesman)
- d) semi-skilled/labourer
- e) other (specify) \_\_\_\_\_
- 

continued

- 7 Proposed length of stay in Napier \_\_\_\_\_ days
- 8 Have you journeyed from home directly to Napier? YES/NO
- 9 Do you intend to journey directly home from Napier? YES/NO
- 10 Method of present travel (check one)
- a) private motor car
- b) rented motor vehicle
- c) other (specify) \_\_\_\_\_
- 11 Is this trip your first visit to Napier? YES/NO
- If NO, how often do you visit Napier?
- a) 5 or more times a year
- b) 2 to 4 times a year
- c) once a year
- d) irregularly (specify) \_\_\_\_\_
- 12 If your visits to Napier are regular, at what time of the year do you usually visit? (specify) \_\_\_\_\_
- 13 The following is a list of attractions that may be regarded as being reasons why people visit Napier. Rank each attraction in descending order by putting a number, 1 to 10, in each box to show, in your opinion, the importance of each.

- parks and gardens
- beaches
- retail and commercial services
- Marineland
- relaxed informal atmosphere

continued

- regional attractions (Cape Kidnappers, Esk Valley, etc.)
- climate
- city night life (carnivals, open-air shows, etc)
- Marine Parade amenities (miniature golf, etc)
- other (specify) \_\_\_\_\_

14 Can you suggest ways in which Napier's tourist appeal might be improved?

+

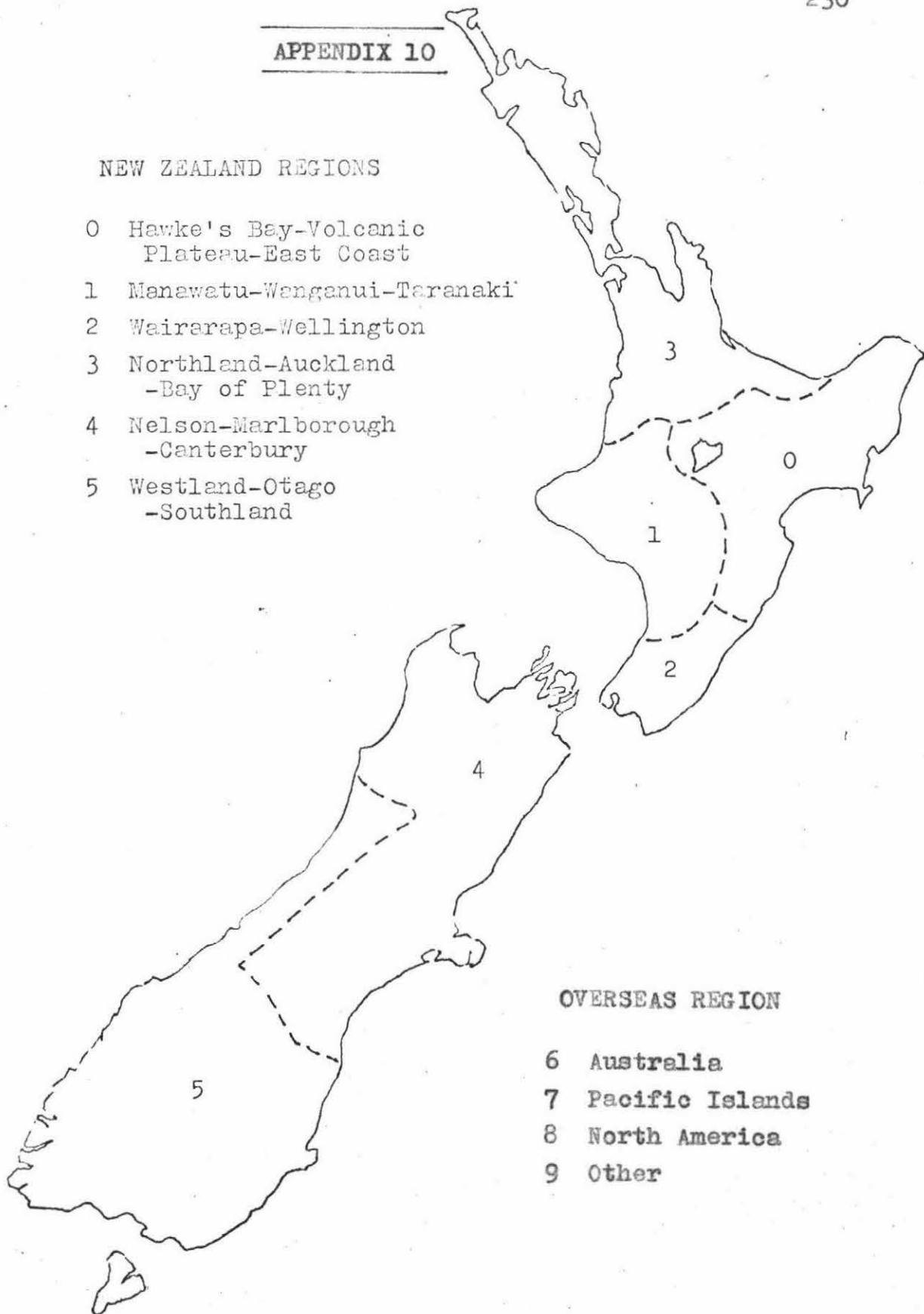
Please return the completed (or incompletd, in the case of a BUSINESS visit) questionnaire to the motel office when you check out from the motel.

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APPENDIX 10

NEW ZEALAND REGIONS

- 0 Hawke's Bay-Volcanic Plateau-East Coast
- 1 Manawatu-Wanganui-Taranaki
- 2 Wairarapa-Wellington
- 3 Northland-Auckland  
-Bay of Plenty
- 4 Nelson-Marlborough  
-Canterbury
- 5 Westland-Otago  
-Southland



OVERSEAS REGION

- 6 Australia
- 7 Pacific Islands
- 8 North America
- 9 Other



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