



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management

SECOND YEAR FIRST SEMESTER EXAMINATION – MARCH/APRIL 2013

HTE 271-2 Marketing Strategies for Leisure Industry

Part C- Essay Questions

Answer only two (02) questions including question No.1

Marks allocation: 50 Marks

01. Study the following case carefully and answer the questions at the end of the case.

New Zealand Heritage Park – Truly a New Zealand Experience

Heritage Park in Auckland, New Zealand, was designed as New Zealand's first and only tourist theme park. It was modeled to international standards but was not intended to become another Disneyland-style operation. The Park's purpose was to present a 100 percent New Zealand content in as lively and dynamic a way as possible and to encourage visitors to participate, not merely observe. The operation hoped to establish itself quickly as a major tourist attraction and also to plan an important role in encouraging visitors to venture out and see the real New Zealand for themselves.

Conceptualization

New Zealand Heritage Park (NZHP) was the idea of Terry Beckett, who formulated the concept with the realization of New Zealand's tourist potential and the lack of entertainment facilities to accommodate them. The planning phase for the NZHP involved input from two groups of internationally renowned theme park consultants. The first, Economic Research Association (ERA), was based in San Francisco and had performed over 130 studies for Disneyland and worked on projects for Universal Studios and Knotts Berry Farm.

The Product

The attractions within the park represented the three main themes around which the park revolved:

01. *Natureworld*. This included displays of native plants and animals. Native birds were housed in a large free-flight aviary, which allowed visitors to walk through. There were trough pools that could be viewed from above and below the surface, swamplands, and two islands in the man-made lake, which included a children's playground.
02. *Agriworld*. This featured various aspects of New Zealand's farming, horticulture, and forestry and included deer and a number of farm animals, some of which form part of the park's farm show. There was also a period sawmill, a giant kauri log, and gum digging and goldpanning displays.
03. *Cultureworld*. This was designed to display aspects of the nation's Maori culture, including their heritage, history, and legends. Included in this area were carving and weaving displays and an audiovisual show. There was also a professional Maori concert party performing songs and dances.

