

The Regional Structure of Tourism in Southern New Zealand.

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Abstract

An understanding of visitor movements, whether at an international, national or regional level, is crucial to the management of an industry as dynamic as tourism. The awareness of changing market patterns and demands and the options available for the development of tourism superstructures and placement of promotional material all stem from an accurate understanding of tourist flows. This research, in part, examines domestic and international tourist movements in Southern New Zealand. In addition, comparisons are drawn between visitor flows and the spread of the region's tourism infrastructure. Smith (1990) documents the steps involved in defining *tourism regions* and stresses the need for such research at a regional level. This research, therefore, maps and compares Southern New Zealand's tourist infrastructure and domestic and international visitor movements. It also identifies four important tourism sub-regions in Southern New Zealand and suggests that visitors travel in a circuitous nature.