

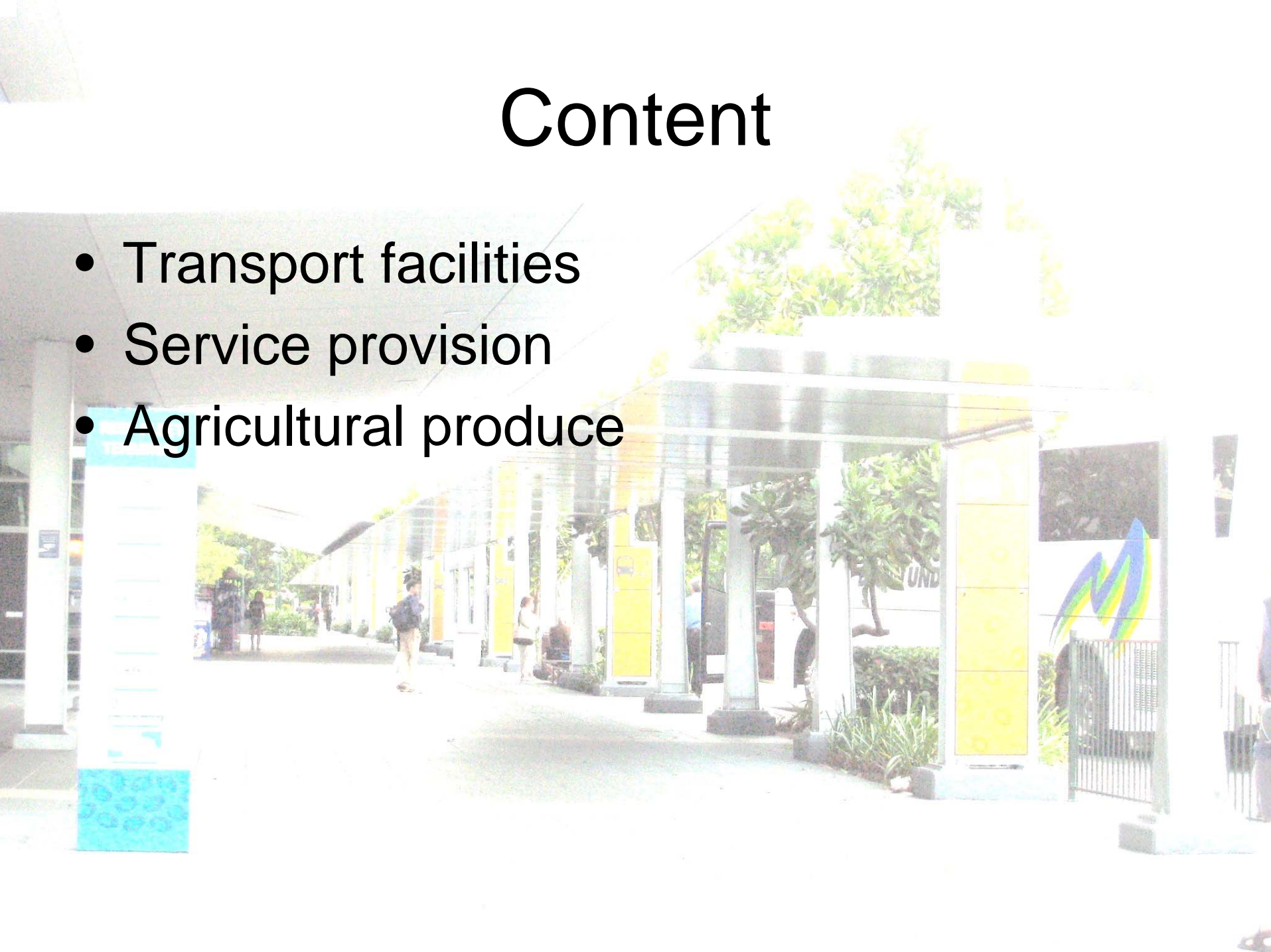
The functions of Cairns

Group C



Content

- Transport facilities
- Service provision
- Agricultural produce



Transport Facilities





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Reef Tourism

→ Travel Pattern

Road

Air

Ship

Cairns

Marlin Wharf

Ferry

Helicopter

Great Barrier Reef

Taxi, Travel agent/Ship company pick-up bus, car, walk

Site of study: Marlin Wharf

Australian(11)

UK(5)

USA(4)

France(3)

Japanese(2)

Turkish, Indian, Spanish, Canadian, Hong Kong, New Zealand(1) Total: 31 interviewees

Reef Tourism

- 8 major ferry companies to 8 major coral reef & islands
- Helicopter from Port Douglas
- Well developed facilities at Marlin Wharf
- Ticketing Kiosk
+ Local tourism office
+ Shopping Centre

→ Complaints

- Not enough information about travel time
- Not enough signage directed to Terminal and bus stops





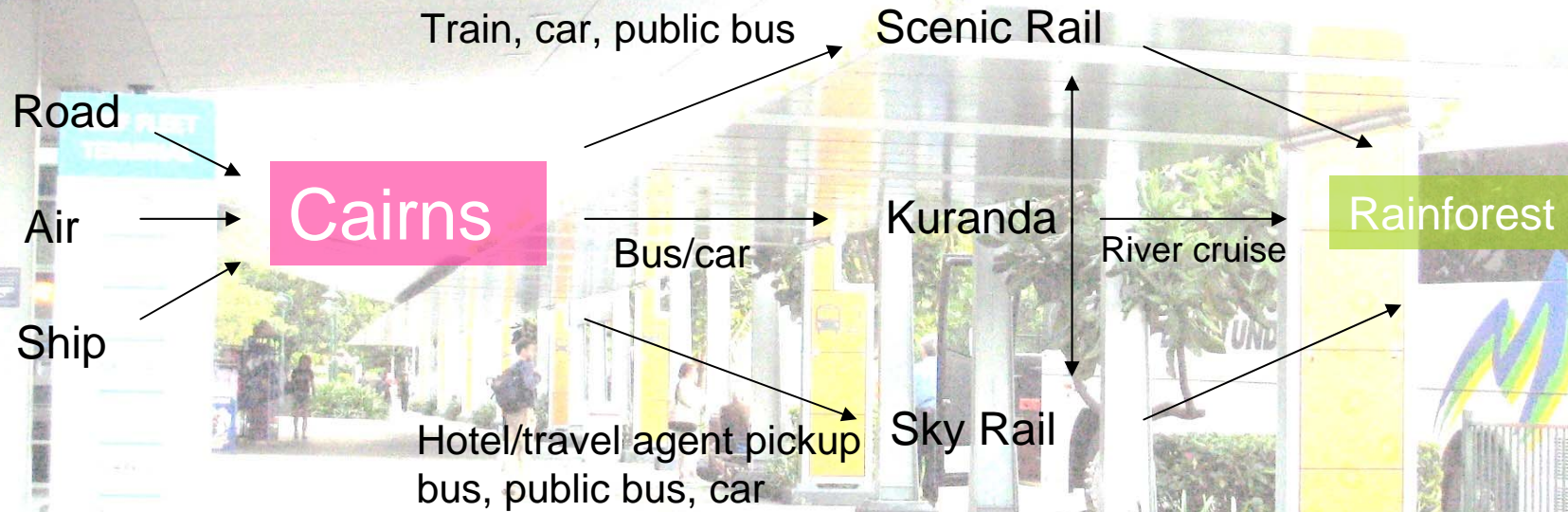
See Page 64

See Cairns Maps

★ Scenic Railway Terminal
★ Skaerial Terminal

Rainforest Tourism

→ Travel Pattern



Site of study: Skyrail station at Kuranda

Australian(19)
New Zealand (4)
USA (6)
UK(5)
Japan(3)

French, Hong Kong(2)

Turkish, Canadian, Spain, Indian (1) Total:45 interviewees

Rainforest Tourism

- Skyrail
 - stations well-developed, with car park, souvenir shops, ticketing office & local tourism office
 - Not enough facilities for the elderly, disabilities
- Scenic Rail
 - Cairns Central: many local tourism agencies, big car park, connection to other big cities, for sightseeing use (scenic rail)
 - Kuranda: only ticketing office, few officers but classical
 - limited service
- Public bus service
 - Only route 1X goes directly to Skyrail station but without frequent services
- Bus directly to Kuranda: infrequent services
- Road: well-built with abundant signage



Some Findings

- Hotels pick-up service by company (eg. Skyrail & Big Cat)
 - Big Cat: included
 - Skyrail: much expensive than public bus

- Potential for further development of Cairns Central Station as transport hub

- People are very satisfied with the services and prices to both destinations in general.

→ convenient and efficient
→ good services



| Virgin blue | | FARES START FROM | ONE WAY |
|--------------------|-------|------------------|---------|
| CAIRNS - BRISBANE | \$147 | | |
| CAIRNS - SYDNEY | \$177 | | |
| CAIRNS - MELBOURNE | \$242 | | |
| CAIRNS - ADELAIDE | \$272 | | |
| CAIRNS - DARWIN | \$363 | | |
| CAIRNS - PERTH | \$383 | | |

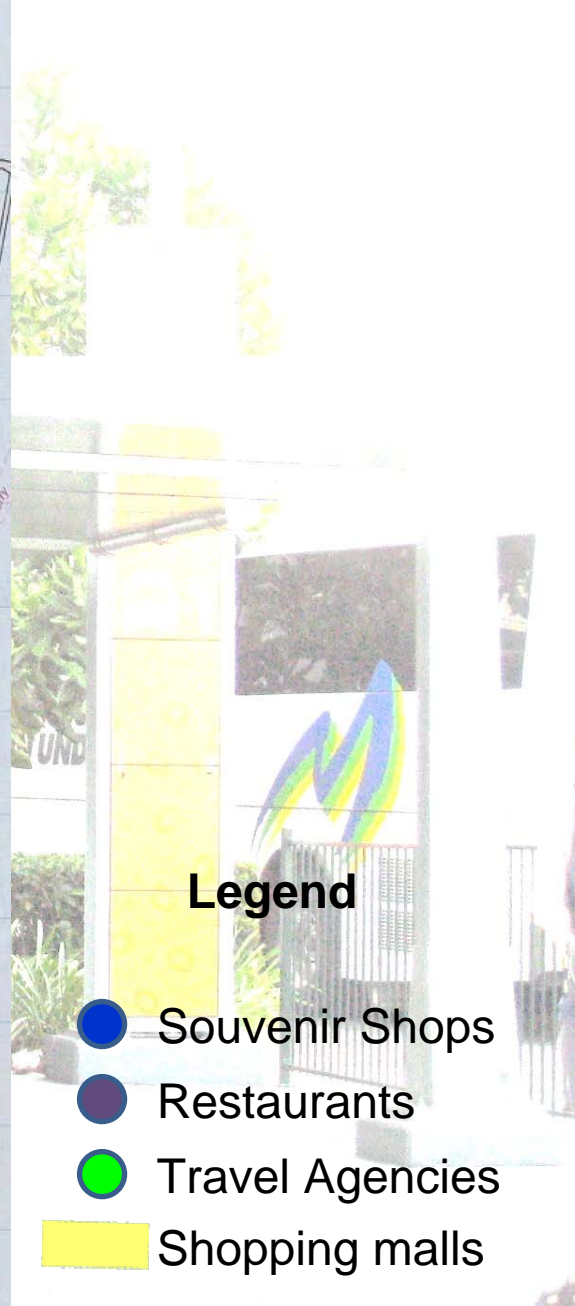
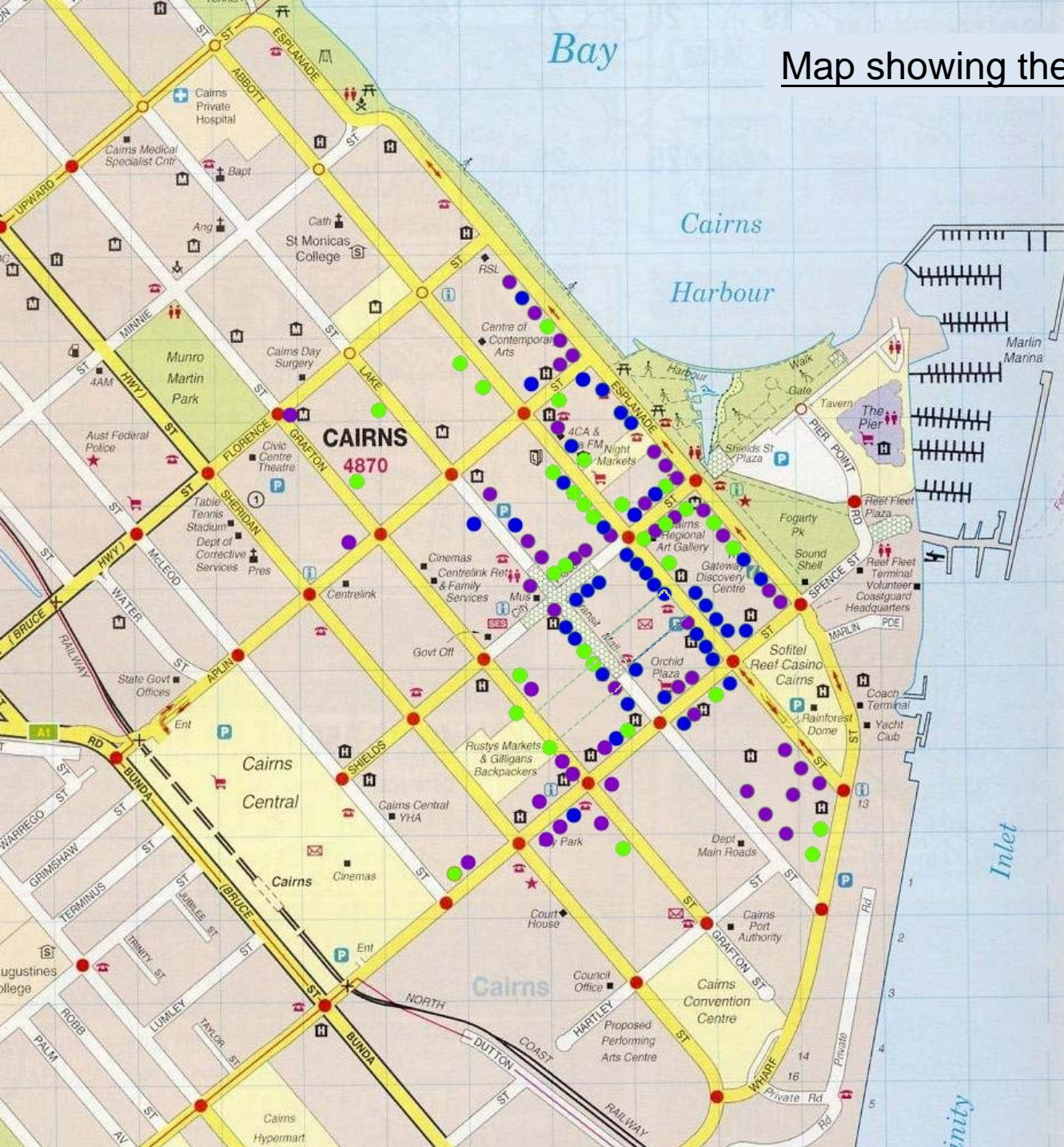
TAXES INC.
BOOK



Service Provision



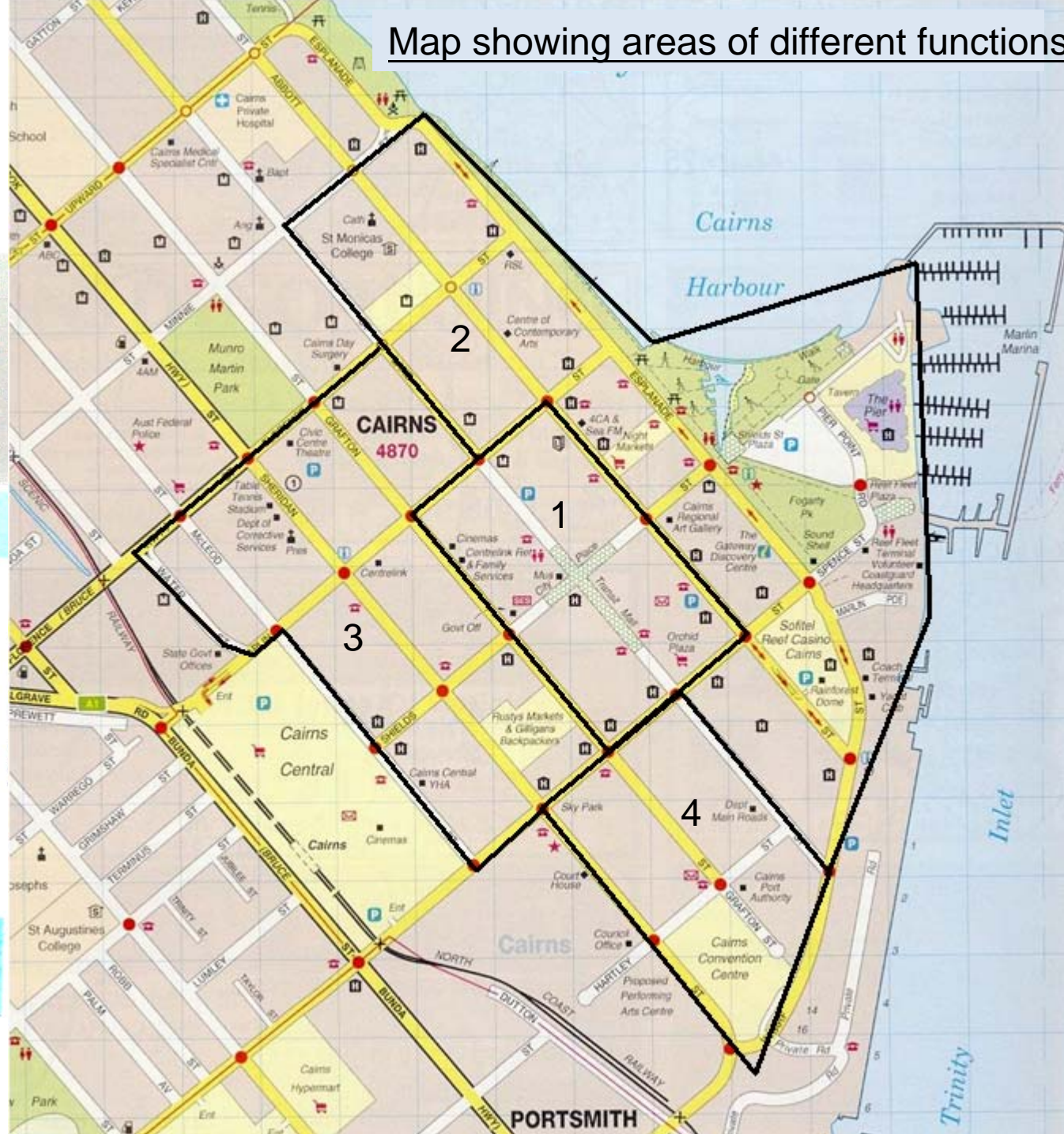
Map showing the majority types of stores



Legend

- Souvenir Shops
- Restaurants
- Travel Agencies
- Shopping malls

Map showing areas of different functions



Characteristics of different areas

- 1. City Centre

- All-rounded goods and services (higher order goods and lower order goods)
all kinds of goods can be found in the city centre
- Serves both locals and tourists
- Diversity of restaurants is high → many choices
- Pedestrian flow is large
- Transport network is good
- All tourists will go there (e.g. restaurants)



2. Tourism

- Clusters of hotels, restaurants
- Class level of hotels is higher
- High order of goods (Gucci/LV)
- Travel agencies, information centres, souvenirs shops
- Provides better services
- Night Markets



3. Mixed functions

- Various kinds, but fewer numbers of restaurants compared with the others
- Fewer souvenir shops with fewer kinds of goods
- Lower-class hotels
- Scattering of hotels and restaurants
- Mixed functions (Rustys Market + hotels)
- City Library providing services for the nearby residents (residential)



4. Government & Business

- Example: Court House, Council Office, Cairns Convention Centre and lawyers, banks, property agencies
- Pedestrian flow is small



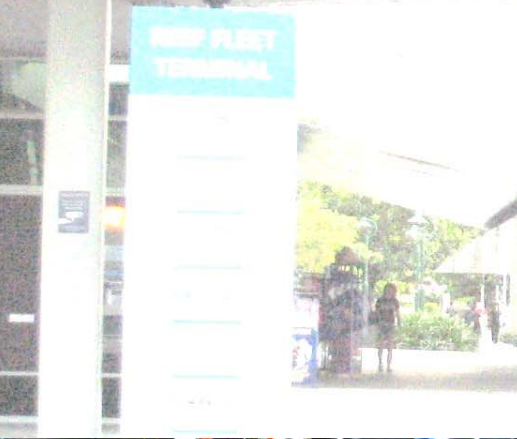
Reasons

- Location
- Transports
- All-rounded facilities/services





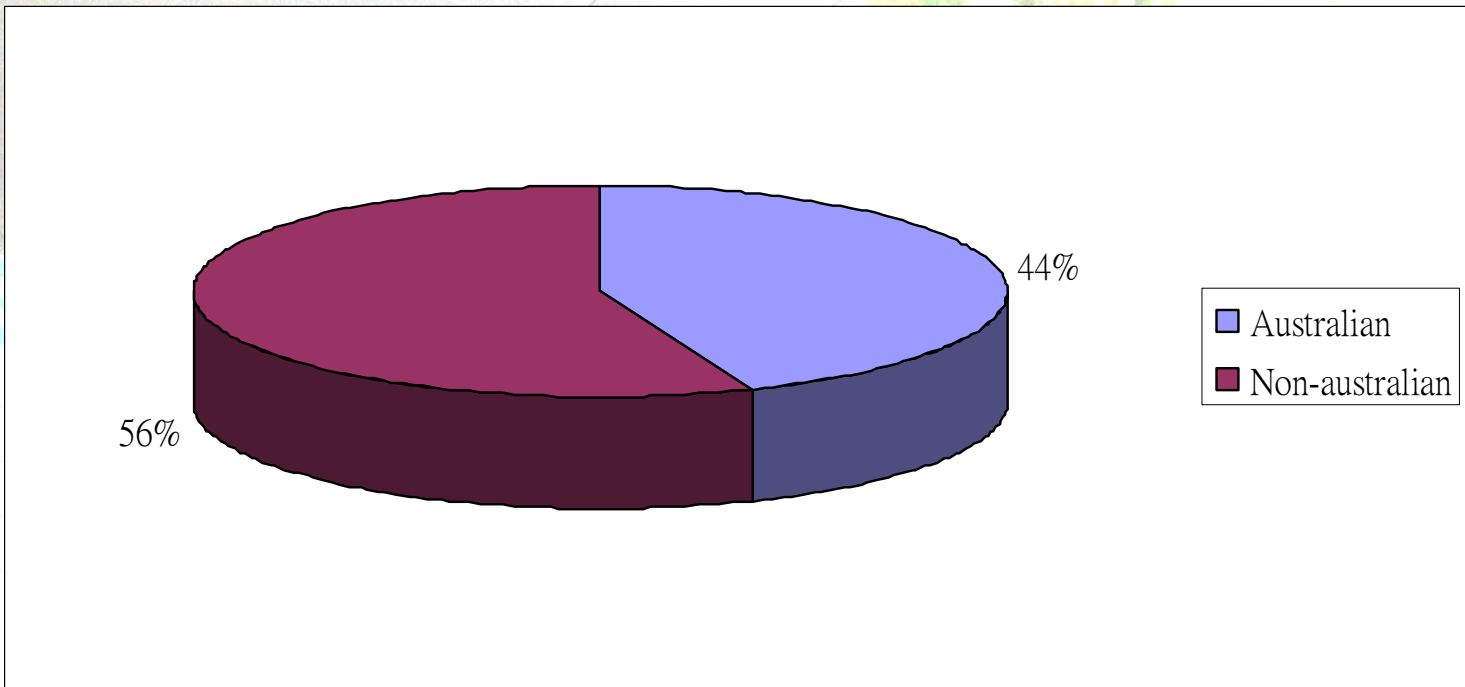
How the local market operates



AUSTRALIA



Owner's nationality



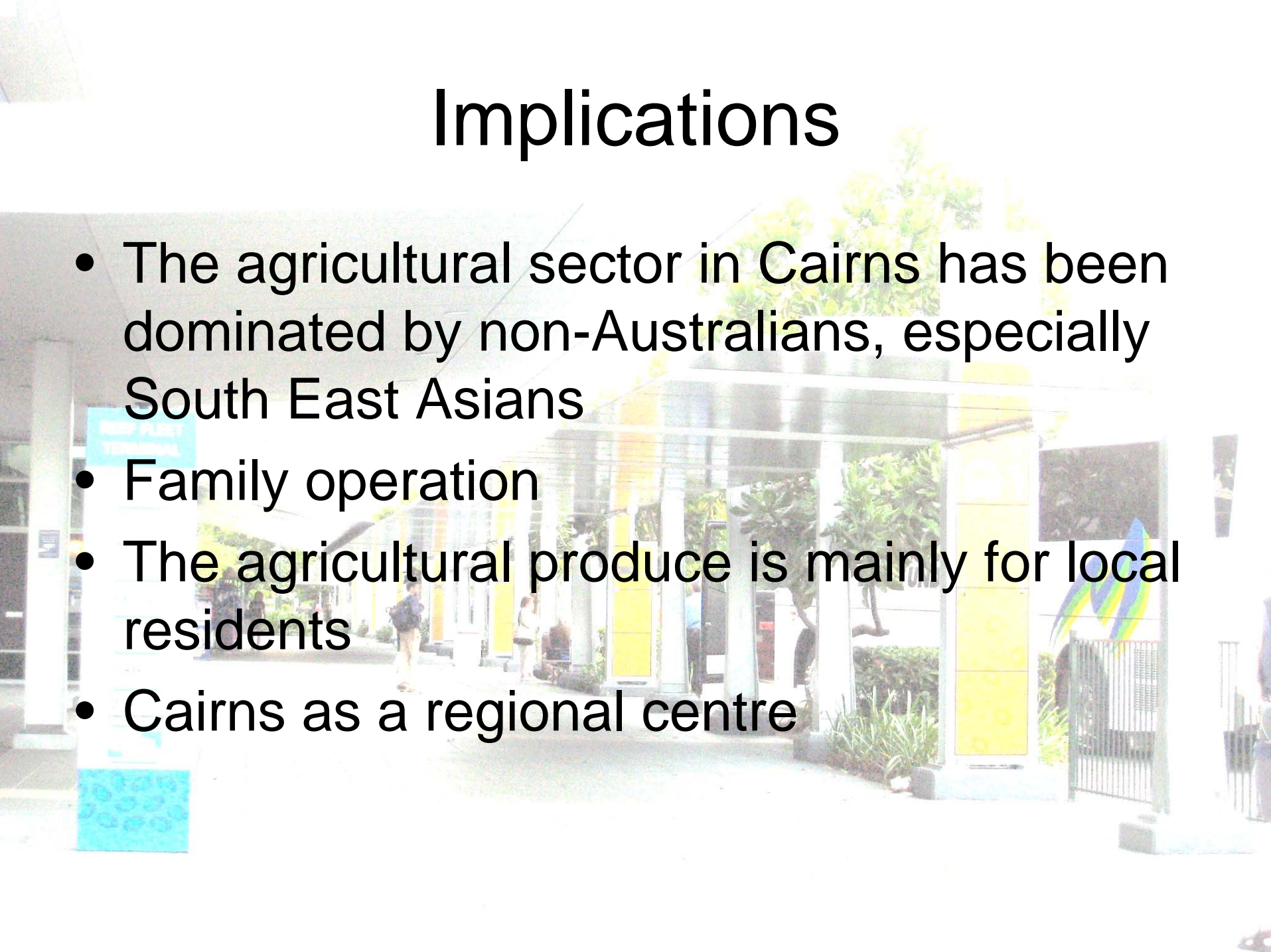
Their origins: Laos, Malaysia, China, the Philippines, Thailand, Italy, Japan

Rusty's Market's Operation Mode

| Days | Work |
|-----------|-----------------------|
| Monday | Resting at home |
| Tuesday | Resting at home |
| Wednesday | Purchasing produce |
| Thursday | Setting up the store |
| Friday | Opening of the market |
| Saturday | Opening of the market |
| Sunday | Opening of the market |

Implications

- The agricultural sector in Cairns has been dominated by non-Australians, especially South East Asians
- Family operation
- The agricultural produce is mainly for local residents
- Cairns as a regional centre



Conclusion

- Cairns is:
 - A centre of transportation
 - A base for tourists to go to other places
 - A hub for products, services and information
 - A location for various functional activities

