



La Mancha Casa-Park

La Mancha Casa-Park is an economic enterprise within the accommodations sector of the economic activity of tourism. Its location has many advantages, and the park is also affected by several ecological issues.

Location of the Park

La Mancha is located on a flat plain area in the northern Sydney suburb of Berowra. It is situated on the Pacific Highway and quite near to Sydney's major rail network. Also nearby is Mt. Ku-Ring-gai national park. It is approximately 40km away from Sydney's CBD.

Reasons for the location

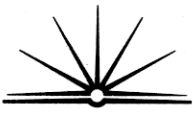
La Mancha operates some distance away from the CBD. This is mostly advantageous, because it means there is little competition.



in the area. The park also fills something of a niche market, because it is located in a peaceful, safe area, away from the hustle and bustle of the city, which many consumers appreciate. Problems associated with the distance are negated by the fact that the CBD and its attractions are easily ~~the CBD~~ and cheaply accessed by train.

The proximity of the national park is highly attractive to tourists, particularly international ones who make about 45% of the business the park receives. Location on the Pacific Highway means La Mancha is easy to find and access. The topography of the location is another positive, because the flat land is ideal for parking caravans and camping, and tourists appreciate it for bushwalking.

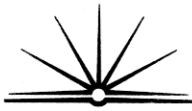
The location of La Mancha Caravan-Park has several unique advantages which enc-



urage tourists and improve business.

Ecological Dimensions

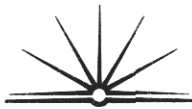
As mentioned previously, the proximity of Mt. Ku-Ring-Gai National Park is an important ecological dimension of the enterprise. Other ecological dimensions related to the enterprise include a sense of environmental responsibility. The management of La Mancha take several measures to conserve the surrounding environment. Waste is collected and removed on a weekly basis, and recycling is also done every week through participation in a council program. Management uses environmentally friendly and biodegradable products wherever possible. La Mancha is advantaged by its unique ecological setting, and so the management does its best to protect the native flora and fauna in the environment surround-



ing the park. It is important to the ongoing success of the enterprise that the biophysical environment is protected and sustained. The park also practices conservation of energy and water, which assists the ecological health of the area. Examples of this are the use of low-wattage bulbs in lamps and light fittings of the accommodation, and waterless urinals in the park's public toilets.

Conclusion

La Mancha Cara-Park gains many advantages from its unique location, which are good for encouraging business, especially international business. The location provides the enterprise with a specific identity and allows it to fill something of a niche market. Some of the locational factors of the enterprise are also important ecob



ogical dimensions, as are the protection of the enterprise's biophysical environment and conservation of energy and water.