
Question 23 (14 marks)

- (a) Explain how the changing use of technology has influenced an economic activity you have studied.

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The changing use of technology has influenced TOURISM in a positive way in many situations. Technology has provided the public and travel agents/staff easier ways to organise and plan their trips or vacations. People can now book flights easily online, with access to time of flight and ~~ETD~~ estimated time of arrival, as well as making any changes which are needed. Travel agents can easily make bookings for accommodation in hotels, sight seeing with tour guides, and other various activities by making phone calls and online services. Technology has also simplified the paying options for trips, with Visa and Mastercard services ~~making~~ allowing online friendly and available all over the world, not having to worry about as much cash transactions.

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Question 23 (continued)

- (b) 'Local economic enterprises can no longer operate in isolation. Linkages and flows change significantly over time.'

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Discuss this statement in relation to a local economic enterprise you have studied.

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 This statement relates to the Sheraton
 Mirage, Port Douglas; a local economic
 enterprise of Australia. The Sheraton
 Mirage of Port Douglas is owned by
 a Global Corporation of Starwood
 Hotels and Resorts. The statement
 "local economic enterprises can no longer
 operate in isolation" relates to ~~the~~ what I
 believe, the connections and linkages to a
 higher chain of command. Starwood is
 a multinational corporation with hotels and
 resorts scattered across many countries,
 8 being in Australia. Starwood adapts
 to change over time by addressing these
 changes in implementing methods to
 suit new demands. As a sub-branch of
 Starwood, Sheraton are a chain of resorts
 who adapt to areas depending on location.
 Sheraton of Port Douglas is in a
 perfect position in its market, close to an
 airport, along the beach, and close to
 tourist attractions e.g. Great Barrier Reef.

End of Question 23