

## 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 wide variety of ways. Tourism is the activities undertaken by a person travelling to & staying at a place outside their usual environment for less than a year. Technology like the internet has affected the nature of tourism as people can decide the location of their holiday & organise it (eg. accommodation) <sup>at home</sup> through the internet. This makes it easier & more convenient & hence an increase the number of tourists. The advancements in transport technology has also increased the spatial dimension of tourism. The Airbus A380 has increased the <sup>range at</sup> ~~number of~~ which planes can fly without needing to refuel to 15000 km, it has also increased the number of passengers to 555. The A380 has made travelling <sup>which</sup> faster & has widened the spatial dimension of tourism. The use of fast trains such as the Very Fast Train in Europe & Bullet Train in Japan has also had a similar impact. After September 11, security at airports have also increased with the use of iris recognition, full body scanners etc. This has changed the nature of tourism to become more security based.

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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.

Perisher Blue Ice Resort have various linkages & flows which allow it to function <sup>in the</sup> as a tourism industry. Initially, Perisher Blue did not have a wide range of <sup>external</sup> linkages and flows as it was a small resort. However as Perisher grew, so did the number of linkages & flows. The most important is the flow of people. Perisher has linkages with its employees as it employs 1500 people and Perisher ~~at~~ also have linkages with the tourists that <sup>visit</sup> ~~use~~ the resort as the tourists generate profit & income for the company. Perisher also has linkages to service providers who deliver electricity, water etc. Perisher has a strong linkage with the Snowy Hydro Scheme as Perisher <sup>uses</sup> the scheme's water to create artificial snow. Perisher also have linkages with companies who provide ski lifts, magic ropes etc. Connections with <sup>brands</sup> ~~companies~~ like Rip Curl & Billabong also provide skiing or snowboarding <sup>clothing</sup> ~~equipment~~ for Perisher's tourists. Perisher also have <sup>linkages</sup> ~~market~~ with NSW National Parks and Wildlife Services <sup>(NPWS)</sup> as Perisher is situated in Kosciuszko National Park and NPWS ensures that Perisher is being ecologically sustainable.

End of Question 23