



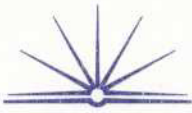
'Explain how global changes in an economic activity have affected an enterprise you have studied at a local scale.'

Tourism is an economic activity operating at a global scale. It involves the movement of a person or persons out of their ~~near~~ original inhabitation, giving them enough time to buy goods or services at a remote location.

~~Tourism~~ Tourism is a global business, & has been increasingly dramatically over the past 50 years. It is now worth 4.3% of the world's total GDP or \$US 7.3 trillion.

Global changes in tourism has been attributed ~~to~~ to technological advances, peace in a number of continents, & a more affluent society.

The introduction of the Boeing 747 has made global travel relatively cheaper

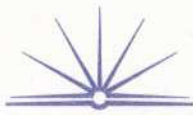


and faster as the jet engines ~~propel~~
~~transport~~ thousands of passengers to
various locations all over the world.

The improvement in communication systems
such as television, film, internet & telephone
has also had a global influence on tourism.
Mass Media has contributed to a more
informed society aware of destinations &
unique environments outside their own. It
has stirred a lot of interest & passion
for people to expand their horizons &
travel abroad, to get out there & see the
world.

Private vehicle use & 4WDs ~~are~~ have increased
the mobility of travelers, ~~whereby~~, they
can now see places, ^{primarily,} they ~~have never~~
thought were inaccessible.

The trend of the baby boomers after
world war II is also contributing to
the global growth of tourism. Those baby boomers,

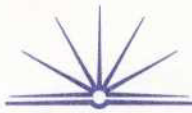


born in 1947 will turn 55 next year
The affluence & leisure time near home
levels, which means more global tourism.

These global changes have all
had a positive impact on the Blue
Mountains, where the Metropole Guesthouse
is located. Owned by the Assanti
family, the Metropole Guesthouse provides
relatively cheap accommodation for global
tourists, Sydney people in search of a weekend
getaway & people from other regional NSW
areas as well as the rest of Australia.

Many tourists from all over the
world visit the Blue Mountains for
its spectacular scenery, recreational activities,
& entertainment & culture.

By advertising ~~the~~ the Metropole
Guesthouse on the internet heavily
during the lead up to the ^{Sydney} Olympics
the Assanti family took prime advantage

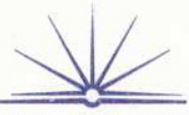


of the global communication system to promote its business to prosperous tourists all around the world.

It's drawbacks are its location, only 1½ hours drive from Sydney, 20 mins from Katoomba railway st & 5 mins from the 3 sisters,

The Madropole Guesthouse provide, a number of linkages between goods & services at a local scale. The success of the business has meant employment opportunities for locals, food & catering also supports the local markets & suppliers. By placing advertisements for guests around the hotel for all the activities, festivals, ~~the~~ ~~rested~~ sight & tours in the Blue Mountains area the Madropole supports the local ~~area~~ community by linking its customers to the other unique goods and services available in the area.

Global changes in tourism have meant



Hotels like the Metropole Guesthouse

can provide accommodation, entertainment & activities for global tourists and at the same time support the local community infrastructure.

With adequate environmental considerations in place to protect the World Heritage listed Blue Mountains, global tourism can be controlled to sustainably manage such unique environments as the Blue Mountains. Ensuring a prosperous tourism industry for local Hotels like the Metropole Guesthouse for many years to come.