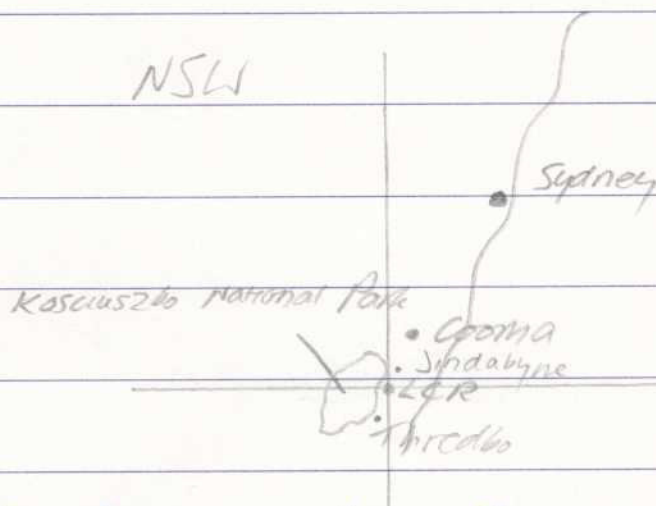


Changes in global tourism have had significant influence on the success of Lake Crackenback Resort (LCR). Located at  $36^{\circ}27'N$   $148^{\circ}16'E$  LCR is a luxury tourist resort in the NSW snowy mountains and is a hour drive south of Cooma.



LCR borders the Kosciuszko National Park which acts as a large <sup>part of the resorts</sup> success. It is situated at the lowest point in the valley at 930m altitude and sits on flat land and next to the Thredbo River. Other reasons for LCR's location is the location of the ski tube which acts as transport to the local ski resort.

Perrishe Blue.

Global changes in tourism have occurred throughout the 20<sup>th</sup> century. In the early 1900s tourism was seen as a way to restore internal mental balance to escape work. The most common form of tourism was beachside weekend visits. Tourism was seen as an indicator of social status and wealth.

Since then there has been rapid changes to tourism. The dominant influence which has affected LCR is the increase in disposable income of individuals. As income grew wants were more easily satisfied. This meant there was a greater target market for enterprises such as LCR.

Other major influences include the change in technology globally. Shifts in technology meant that tourism no longer occurred domestically.



Improvements in transport and communications allowed for more isolated international areas to be accessible. A good example of this is Australia. As decreases in travelling time occurred due to the innovation of bigger, faster, more reliable aircraft <sup>places</sup> ~~areas~~ like LCR became accessible.

LCR is situated between Sydney and Melbourne. This acts as an advantage as it means that they can access both markets. The inflow of people is predominantly Sydney (35%) and Canberra (35%). Transport time is still an issue although the resort does have a helipad ~~to~~ to cater for the high powered businessman.

Improvements in communication have also developed the growth of global tourism. LCR has a website which it uses to market itself world wide. It is also a member of [www.ski.com.au](http://www.ski.com.au) which lists LCR's packages and

acts as a source of promotion.

Other changes in tourism include the change in the nature of tourism. Holidays are now catered both for the individual and for the family. LCR markets itself as offering both sorts of catering. This is shown by its in room facilities including washing and cooking features. The resort also has a grocery store for convenience and to cater for family tourists. Shifts in tourism also include the change to more hands on activities such as skiing this has occurred globally and to LCR's advantage.

Acting to LCR's advantage is also the interaction with the biophysical environment. Tourism today encourages environmentally sustainable practices. LCR holds itself in high regard as having minimal impact on



the environment. It uses water from the Thredbo river as a source for washing and other uses. This water is then treated in its state of the art water treatment plant. After this the "grey water" is then used for irrigation of the grounds and sewage is taken away privately and used as fertiliser.

LCK markets itself on catering for everyone's needs. Shifts in tourism also include an increase in the level of business activity occurring globally. LCK does hold business conferences to attract customers in the global market. However travelling time is a disadvantage for markets such as Sydney and Brisbane.

The recent Ansett debacle was expected to have an external influence on LCK. Tourist numbers have been expected to decline domestically as more people have been discouraged. Other

one off influences on global tourism include the recent events in America. This too has discouraged travelling as conditions are highly uncertain. For LCR this has meant a decline in its occupancy rate. In winter this rate is 75%, in summer 45% however in 2001/2002 these figures will be lower.

Global changes in tourism have significant affects on Lake Crackenback resort. These changes can <sup>have</sup> ~~be~~ both positive and negative results on the enterprise. Overall the trend in global tourism since WU2 has been a good indication of why LCR has been so successful.