

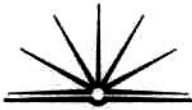
Tourism is Travel has been done for thousands of years
The earliest form of travel was known as "survival travel".
Today travel is known as the economic activity called
Tourism. Tourism is the temporary movement of people outside
their normal place of work and residence.

Refer to Graph 1. This graph shows the percentage of population
travel reasons. As the graph states 45% of travel is
for holiday and 40% of travel is for business. This
shows people need a place to stay. The economic
enterprise studied on a local scale is the ANA Hotel.



Graph 1. Percentage of Population's travel reasons

Due to Holiday and business travel having such high
percentages hotels need to cater for these needs
and demands.



The location of the ANA hotel is circular Quay Sydney.

The location is an important factor as it needs to be close to transport, entertainment and views are essential.

ANA Sydney also looks Sydney Harbour and is close to tourist sites and entertainment district.

ANA Sydney caters more to the business tourist with corporate meeting rooms, in room internet and fax facilities and by being located close to the business district of Sydney.

Ecological dimensions related to ANA Sydney is that there business is seasonal. Most guests arriving in summer and a quieter period during winter. This can have a major effect on the hotel as extra staff maybe put off and money is lost for the best enterprise.

Due to recent terrorist events in Bali. People are afraid to travel to places outside the state/country.

The last Bali Bombing was targeting Australians



a drop in international tourist has occurred. ANA
is introducing packages for domestic travellers which
may include free breaks or one free night. This
has been done so ANA hotel is still making money
and paying their staff to do work as well.

ANA hotel Sydney's location is what draws customers
to stay with them.