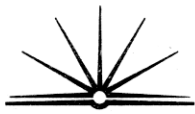


22

Perisher Blue Pty Ltd (1995) is a <sup>tourism</sup> ~~an~~ ~~the~~ amalgamation of 4 ski resorts (Perisher Valley, Smiggens holes, Blue Cow and Guthega), the skitube, and Hotels and restaurants. It is located within Kosciuszko National Park and is the largest ski resort in the southern hemisphere.

It employs over 1000 people and can, in winter, have 48 000 people in the resort.

As a ~~tourist~~ enterprise, it relies on the demand for its product, but as a tourist ski resort ~~is~~ it faces other factors for its viability.

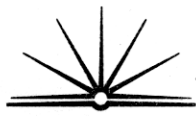


To be a ski resort, it must ~~have~~ <sup>receive</sup> an adequate amount of snow. This climatic condition forces its location to the high alps of NSW, 5½ hours drive from Sydney or 500 km away.

~~To be safe of for~~

The higher ~~at~~ altitudes of the fold mountains ~~is~~ ~~has~~ have seasonal snow from about late May ~~or at~~ until the October spring melt. The fold mountains also assist in providing flatter valleys ~~for~~ for access to the resort and ~~and~~ Gen other customer needs.

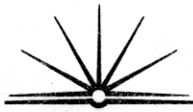
~~Due to being in KNP,~~ It ~~must~~ <sup>should</sup> also have faced tough laws to find the best



location of the resort, but unfortunately governments were less concerned with the environments half a century ago, so ~~at~~ this was no ~~a~~ obstacle.

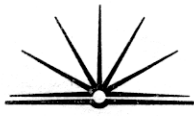
The ecological dimensions of this enterprise are that skiing ~~is~~ and associated sports ~~and~~ ~~are~~ are dangerous to the natural environment.

The greening of snow compresses the flora and fauna located under the snow in winter and damages habitats. Perisher Blue have tried to alleviate this problem by fencing off & prohibiting entry into certain areas of the parks to maintain



biodiversity. \* With the ~~use~~ help of KNP, ~~they~~ the enterprise has also constructed 'love tunnels' and ~~two~~ rock clusters for the endangered Mountain Pygmy Possum to assist in ~~an~~ improving the species numbers.

Perisher Blue ~~to~~ due to its lack of seasonal snow predictability relies on ~~human~~ snow machines to form snow in some areas of the resort. They 'borrow' water from the Snowy River Hydroelectric Scheme for this process. As spring causes the snow to melt, the water is replaced in the ~~water~~ Scheme for reuse, so



preserving water supply.

Perisher Blue are also aware ~~to~~ of the important links to the Aboriginal tribe of the area. To them, the mountains were sacred, and this is acknowledged by Perisher Blue by its interpretative indigenous signs and walks.

Perisher Blue ~~are~~ through must deal with the human problems of litter, car pollution, and waste disposal. Tourists often drop their litter in this fragile environment, and due to the colder climate the rubbish does



not decay as quickly.

This causes both environmental and ~~aset~~ aesthetic problems in the resort that needs to be looked at.

Cold air often stays dormant in valleys ~~with~~ while fast air rushes over the alps. The problem is that ~~cars~~ cars and buses are located in these valleys, meaning that air pollution lingers in the environment.

This creates environmental issues ~~of~~ from transport. ~~Revised~~ Blue we would like to stop this problem. One approach could be to block ~~car~~ a or lessen car numbers by encouraging

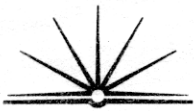


use of the skitube.

This mountain train uses a Swiss-designed system of rails, not the usual <sup>parallel</sup> railways to enable the Skitube to move uphill through the mountain.

Blue Cow was not allowed, when built to have car access, for so and the skitube was found to be the best environmental action for the problem.

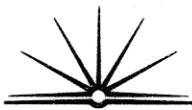
Perisher Blue would like to encourage growth use of the skitube to limit the number of car entering the pristine alpine environment.



Perisher Blue also tries to be environmentally aware when ~~building~~ <sup>constructing</sup>, or fixing equipment or building, they must consult KNP and offers ~~others~~ <sup>to</sup> the community or concerned parties to ~~off~~ give their point of view. Through this method of management, Perisher Blue ~~can~~ aims to be aware of community attitudes.

This was successful in ~~creating~~ the construction of a new chairlift. Management found the most suitable option was to use helicopters to insert heavy poles, with the least

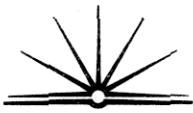




disturbance on the biophysical environment.

Being a tourist resort, Perisher Blue must manage human activity every day. The alpine environment ~~is~~ is extremely vulnerable to change and it has slowly been decreasing over the years.

Perisher Blue ~~is~~ must make sure, for its future, that it is environmentally aware, because management knows that it is extremely difficult to have a ~~mountain~~<sup>snow</sup> alpine resort with with snow. That is why Perisher Blue



wants to increase its profile  
for a four-season resort,  
in the future.