

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
Introducing Travel and Tourism

G720/CS

CASE STUDY

Thursday 13 January 2011
Morning

Duration: 2 hours



INSTRUCTIONS TO CANDIDATES

- This is a clean copy of the case study which you should already have seen.
- You should refer to it when answering the examination questions which are printed in a separate booklet.
- You may **not** take your previous copy of the case study into the examination.
- You may **not** take notes into the examination.

INFORMATION FOR CANDIDATES

- This document consists of **12** pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

- Do not send this case study for marking; it should be retained in the centre or destroyed.

Document 1



Visitor information

www.sussexbythesea.com



Our expert local knowledge will help you get the best from your visit to Sussex by the Sea.

We offer a friendly Sussex welcome and can provide you with the very latest information. Services include:

- **Local and national accommodation booking**
- **Local transport information, including money saving tickets**
- **Guide books, maps and souvenirs**
- **Tickets for local concerts and events**
- **Timetables and bookings for National Express and Eurolines (Bognor Regis Visitor Information Centre [VIC] only)**
- **Audio Tours (Arundel VIC only)**
- **Littlehampton Harbour Dues for boating on the River Arun (Littlehampton VIC only)**

Visit www.sussexbythesea.com for up-to-date information on everything you need to make your visit a memorable one, including online accommodation booking, attraction information and local event listings.



By road

Sussex by the Sea is located on the south coast of England, approximately 90 minutes drive from London via the A29 or A24. Before your journey check the latest travel news with AA Roadwatch on 09003 401100 or call 401100 from your mobile.

By Rail

Southern Railway runs regular services from London Victoria and Gatwick Airport to Amberley, Angmering, Arundel, Barnham, Bognor Regis, Ford and Littlehampton, taking approximately 1 hour and 40 minutes. There are also frequent services running from Portsmouth, Chichester, Worthing and Brighton.

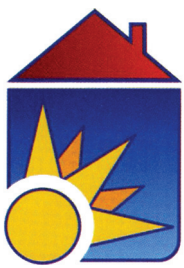
By Sea

Continental ferries operate to and from Portsmouth (approximately 30 minutes by car) and Newhaven (approximately 40 minutes by car).

Or bring your own boat to Littlehampton Marina, just 45 minutes by sea from the Solent and Isle of Wight.

By air

London Gatwick, Shoreham (Brighton City) and Southampton Airports are all in easy reach of Sussex by the Sea, with regular train services to our main resorts.



holiday
@ home

arundel • bognor regis • littlehampton

Holiday@Home

Visiting friends and family in the area? Then ask them if they have their Holiday@Home Privilege Card, which will provide them (and you) with special offers and discounts at local attractions, businesses and services.

All participating businesses are featured on www.sussexbythesea.com – just click Holiday@Home!

Getting about

Contact the West Sussex Traveline on 0871 200 2233 for local travel information. Stagecoach buses link the three main towns and also run a Coastliner service to Portsmouth and Brighton.

For rail travel in and around Sussex by the Sea contact National Rail Enquiries on 08457 48 49 50 or Southern Railway on 08451 27 29 20.

Shopmobility

Wheelchairs and powered scooters can be hired from:
Old Fire Station
Town Hall, Clarence Road
Bognor Regis
West Sussex PO21 1LD

Tel: +44(0)1243 830077
email: bognorshopmobility@jrmil.co.uk

The Bradbury Centre
1–5 St. Martin's Lane
Littlehampton
West Sussex BN17 6B
Tel: +44(0)1903 733004
email: littlehampton.shopmob@btinternet.com

Economic Impact of Tourism in Sussex by the Sea

Analysis by sector of expenditure (£'s millions)		2009	2008	2007	% change 08/09	% change 07/09	% change 07/08
Accommodation		28.3	27.8	29.8	2	-5	-7
Food and Drink		31.2	31.4	30.2	-1	3	4
Recreation		9.7	9.7	8.9	0	9	9
Shopping		34.0	34.1	31.2	-0	9	9
Transport		13.0	12.9	11.8	1	10	9
Indirect Expenditure		42.3	42.3	40.2	0	5	5
VAT		20.3	20.3	19.6	0	4	4
TOTAL		178.8	178.5	171.7	0	4	4

Fig. 1

Revenue by category of visitor (£'s millions)		2009	2008	2007	% change 08/09	% change 07/09	% change 07/08
Serviced Accommodation		72.5	72.0	78.0	1	-7	-8
Non-Serviced Accommodation		11.0	10.8	10.4	2	6	4
Staying with Friends & Relatives (SFR)		18.1	17.5	17.4	3	4	1
Day Visitors		77.2	78.2	65.9	-1	17	19
TOTAL		178.8	178.5	171.7	0	4	4

Fig. 2

Tourist days (Thousands)	2009	2008	2007	% change 08/09	% change 07/09	% change 07/08
Serviced Accommodation	1282	1303	1425	-2	-10	-9
Non-Serviced Accommodation	294	288	277	2	6	4
Staying with Friends & Relatives (SFR)	545	527	523	3	4	1
Day Visitors	3067	3108	2617	-1	17	19
TOTAL	5188	5226	4842	-1	7	8

Fig. 3

Tourist numbers (Thousands)	2009	2008	2007	% change 08/09	% change 07/09	% change 07/08
Serviced Accommodation	414	381	426	9	-3	-11
Non-Serviced Accommodation	41	40	39	3	5	3
Staying with Friends & Relatives (SFR)	227	220	220	3	3	0
Day Visitors	3067	3108	2617	-1	17	19
TOTAL	3749	3749	3302	0	14	14

Fig. 4

Extracted from: **SUSSEX BY THE SEA**

VISITOR STRATEGY – ARUN DISTRICT COUNCIL

EXECUTIVE SUMMARY

This is a strategy for the **whole of the Arun district** – ‘Sussex by the Sea’. The strategy has been prepared in consultation with key members of the local tourism industry.

Arun has the second largest visitor economy in West Sussex with over **5 million** visitor days and **£179 million** being spent by visitors annually. This equates to £1243 for every man, woman and child resident in the district. Tourism is the largest sector of Arun’s economy and one of its key sources of employment supporting over **3000 jobs** – 6% of the workforce.

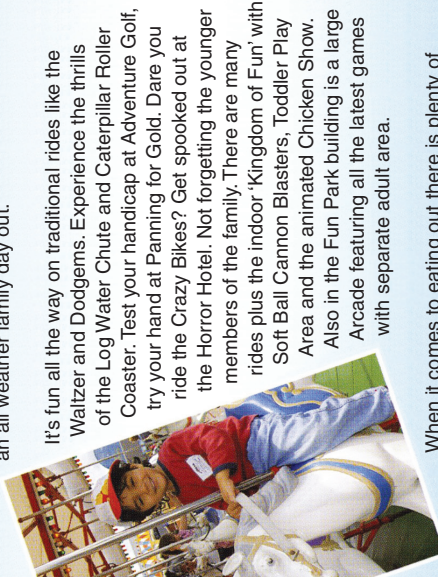
WHY VISITORS ARE IMPORTANT

- Every year 3.7 million visitors bring £179 million into the local economy, supporting over 3000 jobs in hundreds of businesses and organisations. Tourism is a major source of income and, therefore, an important contributor to the local economy.
- Visitor expenditure supports not only hotels, attractions and restaurants but also shops, garages and a wide range of other services. Businesses and employees receiving income from visitors go on to spend profits and wages in the local economy which, in turn, helps to sustain other enterprises and businesses.
- A place which is attractive for visitors is generally perceived to be an attractive place in which to live, work and invest. Tourism helps to raise awareness of localities and communicates positive images and messages about them. These can change perceptions, encourage investment and strengthen local pride.
- The tourism industry is made up of an incredibly diverse and largely uncoordinated mix of accommodation, attraction, resource, transport and facility operators and providers, with over 80% being small and micro businesses.
- Tourism provides facilities and attractions which local residents can also enjoy and sustains local facilities which, but for the patronage of visitors, might be lost – particularly in rural areas. A thriving tourism industry can, therefore, help improve the quality of life for local people.



Free Entry

Harbour Park is a modern, high-standard family Amusement Park in a delightful "New England" fishing village setting. With indoor and outdoor attractions it has all the makings of an all weather family day out.



It's fun all the way on traditional rides like the Waltzer and Dodgems. Experience the thrills of the Log Water Chute and Caterpillar Roller Coaster. Test your handicap at Adventure Golf, try your hand at Panning for Gold. Dare you ride the Crazy Bikes? Get spooked out at the Horror Hotel. Not forgetting the younger members of the family. There are many rides plus the indoor 'Kingdom of Fun' with Soft Ball Cannon Blasters, Toddler Play Area and the animated Chicken Show. Also in the Fun Park building is a large Arcade featuring all the latest games with separate adult area.

When it comes to eating out there is plenty of choice from the maritime themed Gallery Restaurant & Tea Rooms, where tea is served the traditional way with real tea leaves. The contemporary 'Harbour Café' offers a great selection of hot and cold food and specialist coffees, plus there's also a variety of take away kiosks.

Our Traditional Seaside Gift Shop is the place to buy your 'Super Saver Ride Books'.



Harbour Park at Littlehampton



Littlehampton is on the West Sussex Coast. An easy two hour drive from London and is well served by direct regular trains from London Victoria and Gatwick Airport.

BY ROAD

When approaching Littlehampton on the A27 or A259 look for the brown and white carousel signs and follow them through the town and onto the seafront.

PLENTY OF EASY PARKING.

BY RAIL AND FOOT

When leaving the station turn left and walk into town, turn right at the clock tower, follow the road to the 'Look and Sea' visitor centre, then continue on the riverside walk all the way down to Harbour Park. (approx 10 mins.)

Harbour Park is open weekends and holidays from Easter to the end of October. 'The Kingdom of Fun' Play Area, Arcade and Harbour Café are open all year round with Birthday Parties and Special Events catered for.

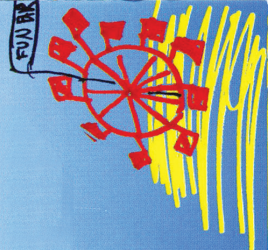
For more information and on-line discounts visit:-

www.harbourpark.com

Groups and parties please email

fun@harbourpark.com

Seafront
Littlehampton
West Sussex
BN17 5LL
Tele. 01903 721200
Fax. 01903 716663



Harbour Park

Sussex by the Sea



Littlehampton

'Where the fun never sets.'

Private Hire

Do you belong to a club or association that needs more space for meetings or events?

Are you a caring business looking for a new office party venue to say thank you for a job well done?

Need a venue for a presentation ceremony?

Or are you just looking for a great place to celebrate a special occasion for lots of people of all ages?

Then look no further...

The Flying Fortress is surprisingly good value to hire and our huge playframe is fun for everyone. We can provide fabulous buffets, a licenced bar, disco, games and all sorts of other things to make your event one to remember!

Just call us on 01903 733550 for details

Family Entertainment Centre
Northern Grainstore, Ford Airfield,
Ford, West Sussex BN18 0HY
Tel. 01903 733550 • www.flying-fortress.co.uk

Remember during all school holidays
Thursday mornings are for 5's and under only
from 9.30am – 12.30pm
www.flying-fortress.co.uk



Flight Information

Open 7 days a week!
Tel. 01903 733550
Monday to Friday 9.30am - 6.30pm
Saturday & Sunday 10.00am - 6.30pm

From the A27

Follow the signs to Ford and Climping. Go over the level crossing at Ford Station and continue to the end of the road past St Mary's Church, Climping. At the mini roundabout turn right towards Bognor Regis, pass the Farm Shop on your left and turn right into Yapton Road (B223).
And then...

From Bognor and Littlehampton

Take the A259 and turn into Yapton Road (B223).
And then...

... Follow the signs to Ford Airfield Industrial Estate turning into Rollaston Park Road. The Estate will be on your left but continue through the gates straight ahead of you and the Flying Fortress is on the right.

Parking

There is plenty of parking at the Centre but additional weekend parking is available at Ford Market if open.

Look out for the brown tourist signs to the Flying Fortress.

At the Flying Fortress you can have fun and keep fit no matter what your age. We have lots of great things to do for all the family and we love surprising you with new and unusual activities.

We have regular workshops for toddlers and keep a look out for our special events and parties. Find out all our up-to-the-minute news by visiting our website at www.flying-fortress.co.uk

We welcome large groups but always give us a call first so we know you're coming!

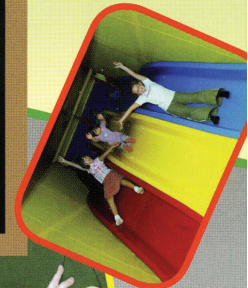
Inflight Service



Relax in our open-plan cafe and still keep an eye on the children. We serve a wide range of treats, snacks, full meals and healthy options. Our meals are freshly-prepared on the premises so you may have to wait a little longer for your order. We have an excellent selection of hot and cold drinks and are proud to serve Fairtrade tea and coffee.



Captain says
Don't forget to bring socks!
NO cameras please
Please don't bring food into the centre



Let us take the hassle out of organising your party

Unique playframe
Themed VIP Party Zones
Parties include;

- Invitations
- Dedicated crew member
- 45 minutes in your special destination party zone
- 75 minutes of fun in playframe
- Goody bag for each child
- Special present for the birthday child

	Toddlers (0-4 years)	School Children (5 years +)
Economy: Bring your own food and squash	£5.99	£6.99
Business: Includes hot buffet and small ice-cream	£7.99	£8.99
1st Class: Includes hot buffet, birthday cake, novelty ice-cream & piñata	£9.99	£10.99

HOT Buffet Includes:
Chicken Nuggets, Fish Dippers, Onion Rings, Twister Fries, Veggie Nuggets, Cocktail Sausages, Margherita Pizza & Jugs of Squash.

Minimum 10 children, Maximum 30 children
Crew member will meet passengers in Reception and escort to VIP Party Zones at time of departure

The White Swan Hotel

16 Chichester Road, Arundel, West Sussex BN18 0AD

T: 01903 882677 F: 01903 884154 E: thewhiteswan.arundel@pebblehotels.com www.pebblehotels.com



The White Swan Hotel has just undergone a full refurbishment, and is now back in business! Situated just minutes from Arundel town centre and easy distance to Goodwood, Fontwell and Chichester. The hotel is the ideal spot for a weekend break or weeklong getaway.

The stunning bar and restaurant area, with its mix of rich and tranquil colours, is a delightful space to enjoy the new, seasonal menus over a glass of wine or one of the locally sourced ales.

A new addition to the hotel is the relaxing lounge area where diners and residential guests alike can unwind on comfy sofas and lazy chairs.

All 20 en-suite bedrooms have a modern and comfortable feel, all personal amenities, 24 hour room service and tea and coffee making facilities. There are a variety of accommodation packages to suit all guests' requirements.

Other features for guests to enjoy:

- 3 minute drive to Arundel centre and its sites
- Free Wi-Fi access in all the public areas
- Ample free parking
- 3 Conference & Banqueting Suites to seat up to 120 guests
- Café Torelli Coffee served all day
- Countryside views



General Manager: Lee Hawes

Price: From £75 per room, but we have various packages to suit guests' requirements. Seasonal Offers.



Key to symbols

	credit cards accepted		totally non-smoking		gas sales		touring caravans
	children welcome		parking available		electric hook up		tent pitches
	some facilities for the disabled		pets accepted*		public pay phone		motor vans
	ground floor bedrooms		special diets catered for*		children's play area		static caravans for hire
	tv's in bedroom/unit		four poster bed		outdoor leisure/sports facilities		open Christmas
	tea/coffee making facilities		laundry facilities		swimming pool		open New Year
	evening meals		cafe or restaurant on site		shop on site		short break packages available
	licensed		microwave		toilet		mid week break available
					chemical waste disposal		

*by arrangement

Document 7

The Royal Norfolk Hotel

The Esplanade, Bognor Regis, West Sussex PO21 2LH

T: 01243 826222 F: 01243 826325 E: accommodation@royalnorfolkhotel.com www.royalnorfolkhotel.com



The Ultimate Seaside Experience Restaurant, Coffee shop and Bar open to non-residents

Situated on the picturesque Esplanade, the Hotel stands looking out to sea with glorious sea views. The Royal Norfolk is perfectly placed for visitors to explore Bognor Regis and many local attractions of Arundel, Portsmouth and Chichester with its ancient Cathedral, independent shopping and Festival Theatre. We are also ideally placed for you to enjoy Glorious Goodwood, the Festival of Speed and the Goodwood Revival.

Built in 1830, the hotel boasts fine Georgian architecture with forty refurbished en suite bedrooms, many with sea views, offering every comfort from colour TV to hairdryers, the convenience of a trouser press to hospitality trays.

- Food served all day, 7 days a week
- Restaurant dining
- Coffee shop
- Bar and garden
- Ample car parking
- Conference and Wedding venue.

THE ROYAL NORFOLK



B&B room rate from £50 - £65 pppn including Full English breakfast
See our website for Special Breaks, Christmas and New Year packages and Special rates for groups.



Key to symbols

	credit cards accepted		totally non-smoking		gas sales		touring caravans
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					chemical waste disposal		

*by arrangement

Document 8

Types of Tourism to Sussex by the Sea

Domestic Tourism – Long Stay

Despite a continuing reduction in demand, the domestic long stay holiday market is still the mainstay of the tourism industry within Sussex by the Sea. The market is typified by demand from families and from mature holidaymakers. Long stay demand is concentrated around Bognor Regis with its main attractions of Butlins and the seafront. Much of the demand from the long stay market is for low cost accommodation in the form of self-catering and this is concentrated at Butlins and at camping and caravan sites. Long stay domestic tourism offers the advantage of creating a high volume of bednight demand with the economic benefit of visitor spend being spread throughout the local economy on non-tourist activities such as retail shopping, eating and drinking and use of local transport.

The main problems with the long stay tourism market are that it is highly seasonal and that nationally the market is in decline with the number of 4+ night domestic holidays in the UK falling by more than 30% in the past 20 years. There is some evidence that Sussex by the Sea's share of the UK holiday market has gradually been eroded by lack of investment in new visitor attractions and facilities relative to competitive resorts.

Domestic Tourism – Short Stay

The decline in long stay holidays in the UK has been partly offset by a growth in demand for second or additional holidays in the form of short breaks. Demand for short breaks typically derives from couples and more mature tourists who have more time and income available for second holidays. The average spend per day of short break tourists is typically higher than that of long stay holidaymakers.

Visiting Friends and Relatives (VFR)

Visits to friends and relatives is an important tourism motivator. In numerical terms this is a large market sector and has been growing strongly. However, it has not previously been regarded as being particularly valuable because the average spend per day of VFR visitors is the lowest of any sector and because it has been regarded as impossible to target effectively. However, recent research has shown that the VFR sector is more valuable than statistics had previously revealed; that it is more resilient to external events than other sectors; that it is less seasonal and that it can be effectively targeted through the host community with the additional benefit of engaging them in the tourism process.

Another important finding of the study was that 31% of VFR visitors do not stay in the homes of their hosts, but in other types of commercial accommodation. Whereas local commercial accommodation was previously regarded as deriving no benefit from the VFR sector, it is actually a key source of business for them.

VFR tourism can, therefore, attract a large number of visitors to the area who may purchase local goods and services and possibly repeat visit or provide word of mouth advertising if they have a positive experience. Their visits are less seasonal and more resilient to external factors which may impact upon other sectors of the visitor economy. They contribute to the sustainability of local businesses and encourage their hosts – the resident community – to use local services and retailers. Arun District Council's research shows that 85% of local residents have friends or relatives who visit them at least twice per year.

A study into the VFR market in Bognor Regis showed that a high proportion of residents have a negative view of the town as a visitor destination. They do not consider that their visiting friends and relatives are tourists and have a low level of awareness about local facilities and attractions.

Similar findings emerged from smaller focus groups with residents not appreciating that visitors brought economic and social benefits to the town. There would appear to be a major opportunity to capitalise on the growth of the VFR sector by ensuring that the host community is fully aware of what local attractions and activities are available to try and thereby maximise the spend of VFR tourists within the local economy.

International Tourism

Arundel is the key destination product for attracting overseas visitors. In 2000, following four years of focused promotional activity in the USA, some 40% of visitors to Arundel were from overseas, but this fell away in 2001 and has not recovered in spite of the subsequent growth in overseas visitors coming to the UK.

‘Sussex by the Sea’ has little profile as an international tourism destination, although Arundel itself has some saliency especially in Western Europe and the USA (West Coast in particular).

Marketing to international visitors is difficult and expensive due to:

- geographic location;
- language;
- difficulty in identifying and targeting appropriate markets (i.e. which countries and which groups in those countries);
- high advertising promotional costs.

Day Visitors

The day visit market is the dominant market in Sussex by the Sea in terms of visitor numbers and over 3 million day visitors were received in 2009.

One of the main advantages of the day visit market is that people may visit for a variety of reasons, e.g. to visit a particular attraction, to visit the coast, to shop or to visit the countryside. This means that the number of potential visitors to the district is very large and visitors may be encouraged to repeat visit whether as day visitors or on a short break.

The main disadvantage of the day visit market is that the economic benefit associated with it is limited due to low per capita spend. The environmental impact is also relatively high. Arundel, Butlins and the beaches at Bognor Regis and Littlehampton are the main attractions for day visitors to Sussex by the Sea. Large organised groups of day visitors who come to the beaches but spend very little money in the towns can create a detrimental impact on the environment and an anti-tourism attitude among local residents.

Although day visitors create no demand for accommodation, they do spend in other areas of the local economy – for example, on visits to attractions, purchasing of food and drink and retail shopping.

One of the main advantages of this market sector is that policies to attract day visitors are, in most cases, complementary to the VFR and holiday markets. The main difficulty in pursuing the day visit market is to avoid the problem of crowding out where day visitors attracted to particular events or attractions have a negative impact upon the experience of the staying visitors who have a much greater individual impact upon the local economy.



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