



To be opened on receipt

AS GCE APPLIED TRAVEL AND TOURISM

G720/01/CS Introducing Travel and Tourism

PRE-RELEASE CASE STUDY

JUNE 2014



INSTRUCTIONS TO TEACHERS

- This Case Study **must** be opened and given to candidates on receipt.

INFORMATION FOR CANDIDATES

- You **must** make yourself familiar with the Case Study before you sit the examination.
- You **must not** take notes into the examination.
- A clean copy of the Case Study will be given to you with the Question Paper.
- This document consists of **16** pages. Any blank pages are indicated.

The following stimulus material has been adapted from published sources. It is correct at the time of publication, and all statistics are taken directly from the published material.

Document 1

Tourism on the Isles of Scilly

85% of the Isles of Scilly's economy is tourism-related with 37% of the employees on the islands working in the tourism sector. Tourism attracts about 90 000–100 000 visitors per year, around 50 times the resident population of the islands. Repeat visitors account for 65%–75% of tourists, the majority of whom are over 45 years old. The main attractions for visitors are:

- walking (95%)
- inter-island boat trips (85%)
- eating out (80%)
- wildlife/bird-watching (60%)
- arts/crafts (30%)
- sailing/water sports (20%).

64% of visitors choose the Isles of Scilly as their main holiday; of these 48% stay 5–7 days, 9% for 8–10 days and 25% for 11 days or more. While the main visitor season has traditionally run from Easter to October, initiatives such as the Walk Scilly Festival in late March and the promotion of winter breaks have begun to extend the season into the shoulder periods. An increasing number of cruise liner passengers come ashore on Tresco and St Mary's. The Isles of Scilly also attract thousands of visiting yachts, each contributing to the islands' economy. In addition to direct economic benefit through visitor spending, tourism helps to sustain a broader range of shops, services and entertainment than the islands' small resident population could support alone.

The Duchy of Cornwall is the principal landowner on the islands. The Duchy leases land on the inhabited islands and all the uninhabited islands to the Isles of Scilly Wildlife Trust on a 99 year agreement. There are only nine miles of adopted highway (on St. Mary's) and no public rights of way on the Isles of Scilly. There is no open access land. There is, however, an extensive network of permissive footpaths and bridleways maintained by the Isles of Scilly Wildlife Trust and by tenant farmers. Coastal footpaths are particularly popular with residents and visitors. Some uninhabited islands are closed, either permanently or seasonally, in order to protect bird and seal colonies. Traditional island activities such as horse riding and pilot gig rowing are kept alive. The majority of recreation on the Isles of Scilly is environmentally sustainable, though footpath erosion, boat engine noise and boat wake erosion of the coastline are challenges to the environment.

Tourism Economy

The economy of the islands is highly dependent on tourism, accounting for around 85% of income. Tourism is traditionally a low-paid employment sector, although tourism operators and accommodation owners on the Isles of Scilly do make a reasonable living. Migrant workers receive modest wages but employers often provide staff accommodation.

Sustainable Tourism

Visitors repeatedly highlight the islands' exceptional environment as the primary reason for choosing the Isles of Scilly as a holiday destination. Furthermore, 90% of visitors believe that it is important for the Isles of Scilly to enhance its credentials as an environmentally sustainable holiday destination.

Visitors' commitment to conserving the islands' environment has prompted the development of small-scale eco-tourism and heritage tourism. Several local businesses provide specialist guided holidays or day tours which highlight the islands' terrestrial and marine wildlife and archaeology. The passage of migrating birds in spring and autumn also attracts hundreds of birdwatchers at both ends of the traditional tourist season. Activities which enhance understanding of the environment, without posing a threat to its conservation, have an important role to play in the marketing of the Isles of Scilly as a sustainable tourism destination.

However, considerable challenges remain for sustainable tourism on the Isles of Scilly. Tourism places pressure on the islands' environment and infrastructure.

Examples include:

- increased domestic waste
- increased demand for water
- footpath erosion
- wildlife disturbance
- increased mooring
- increased transport requirements
- discharge of sewage into the sea
- limited accommodation
- impact on building use.

There is a high carbon cost in travelling to the Isles of Scilly.

Island-Mainland Transport Links

The main transport links between the Isles of Scilly and the UK mainland are ferry, fixed-wing plane and helicopter.

The Isles of Scilly Steamship Company owns and operates the Scillonian III ferry between Penzance and St Mary's. Scillonian III accounts for around 35% of all passenger trips per annum. Skybus (a subsidiary of the Isles of Scilly Steamship Company) has operated fixed-wing planes from Southampton, Bristol, Exeter, Newquay and Land's End to St Mary's. British International Helicopters (BIH) operates between Penzance, Tresco and St Mary's. Fixed-wing planes accounted for 19% of all passengers to the Isles of Scilly, and the helicopter service 46%.

Flight cancellations during poor weather (both winter storms and summer fog) introduce an element of unpredictability and unreliability to travel services to and from the mainland. High fares, due to fuel costs, may deter some visitors from travelling to the Isles of Scilly.

The demand for travel to the Isles of Scilly is considerable. Different services appeal to their own clientele: Scillonian III is strong in the day-trip market; helicopters and fixed-wing planes are preferred by long-stay visitors, and residents generally favour the helicopters' short flight time.

	Day trip	Residents	Long-stay visitors
Scillonian III (ferry)	50	6	44
Skybus (fixed-wing plane)	19	7	74
British International Helicopters	20	7	73

% of Passengers by type of transport provider

The helicopter generates the highest levels of carbon emission per passenger (followed by Skybus and the ferry) and is most vulnerable to oil price variation.

The Council of the Isles of Scilly manages St Mary's Airport, and the Tresco Estate manages the heliport on Tresco. The Duchy of Cornwall is the Harbour Authority for the Isles of Scilly, with the exception of Tresco where the Tresco Estate is the responsible body.

Document 2

Isles of Scilly Tourism Market – Key Statistics

Fig. 2a

Geography

- Location: 28 miles/45 km south west of Land's End
- Five inhabited islands: St Mary's, Tresco, Bryher, St Martin's and St Agnes
- Population: resident population of 2153

Fig. 2b

Environment

- The islands are designated as an Area of Outstanding Natural Beauty (AONB), Heritage Coast and Marine Park
- 26 Sites of Special Scientific Interest (SSSI)
- 128 Listed Buildings
- 236 Scheduled Ancient Monuments with more than 800 sites of archaeological interest

Fig. 2c

Employment

- 37% of PAYE employees are within the tourism sector
- 36% self-employed compared with 17.5% in Cornwall and 13.4% in Great Britain as a whole
- 36% of businesses are in retailing, hotels and restaurants
- 76% of all employers on the Isles of Scilly employ between one and four people
- 85% of the Isles of Scilly's economy is tourism related

Fig. 2d



Fig. 2e

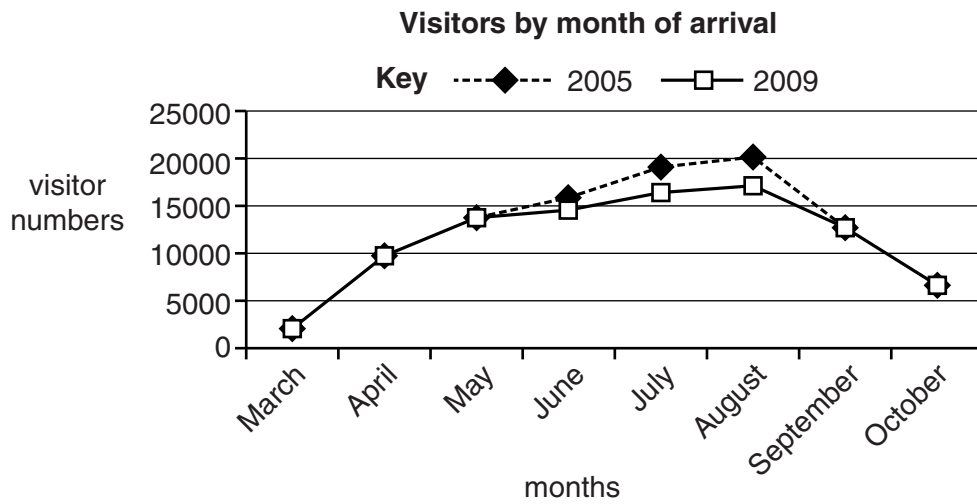


Fig. 2f

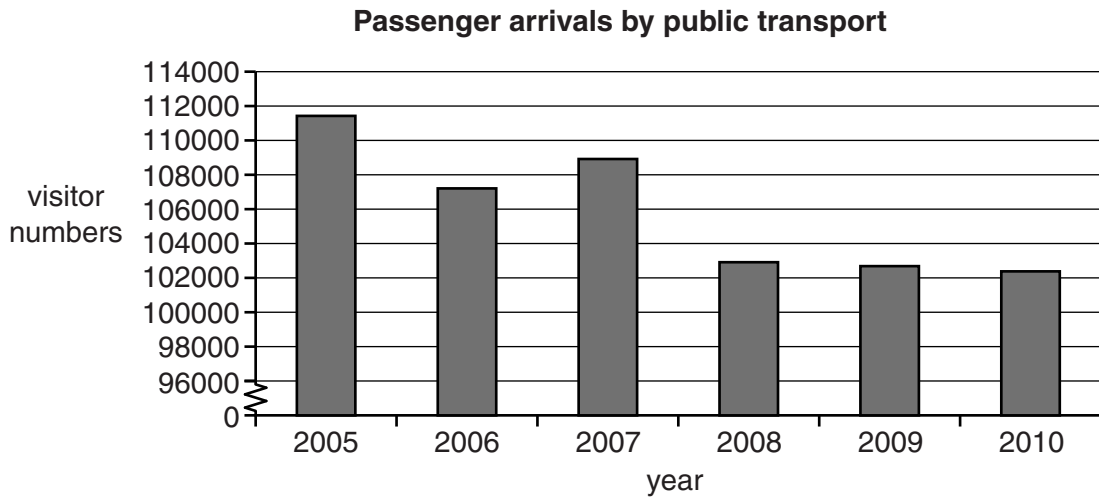


Fig. 2g

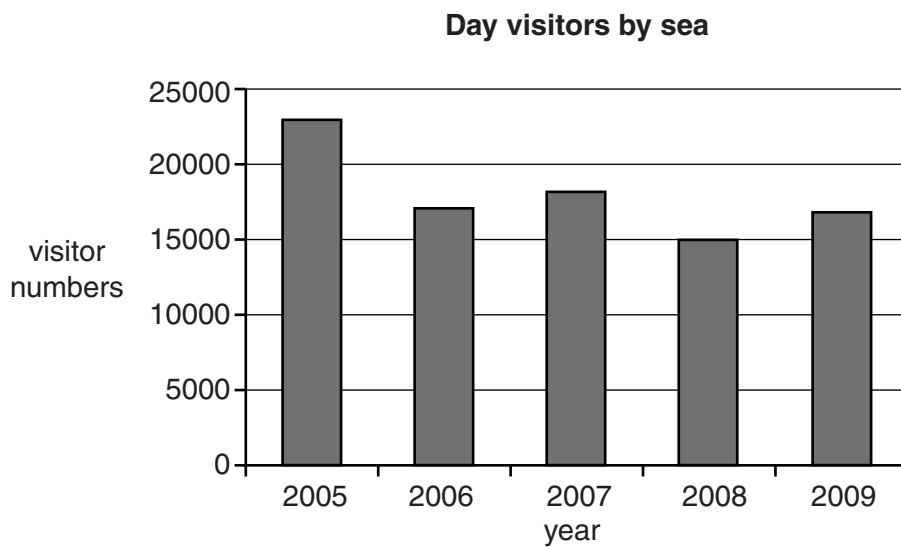
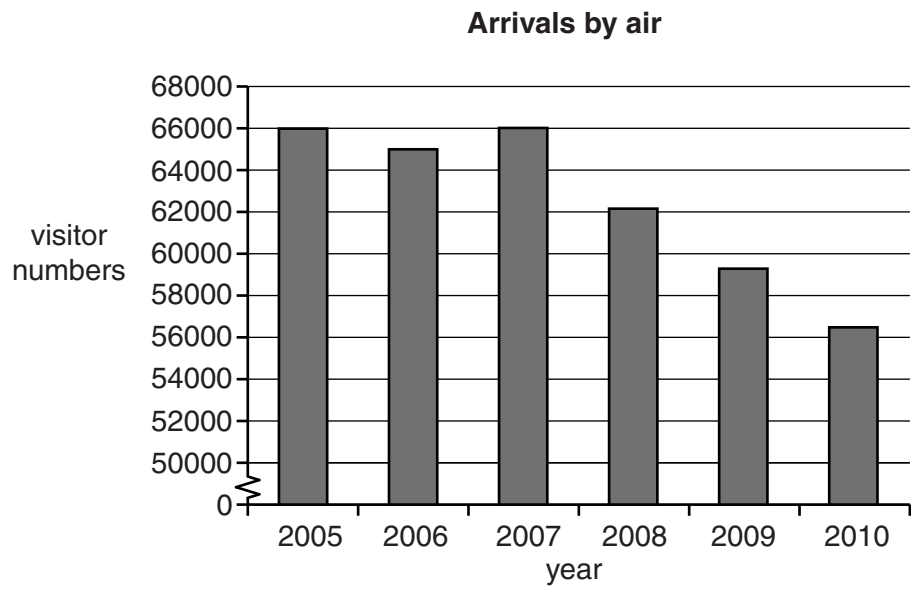


Fig. 2h



Document 3a

Staying

The perfect holiday starts with the perfect place. From converted barns to castles, from 4-star hotels to 1-star self catering, there are a range of options to suit everyone and every budget.



Enjoy England's classifications are used throughout the islands

VisitEngland, VisitScotland, VisitWales and the AA assess hotels and guest accommodation (including B&Bs) to the same criteria awarding one to five stars. The star ratings reflect the overall quality of the experience.

Enjoy England's ratings made easy

- ★ Simple, practical, no frills
- ★★ Well presented and well run
- ★★★ Good level of quality and comfort
- ★★★★ Excellent standard throughout
- ★★★★★ Exceptional with a degree of luxury

If you choose to stay in any of Enjoy England's quality-assessed accommodation, you can be assured that it has been checked out before you check in. For more information on the Enjoy England Quality Rose assessment schemes and the star ratings, see www.enjoyEngland.com and www.theaa.com



The Green Tourism Business Scheme recognises efforts made to reduce impact on the environment.

Energy efficiency, recycling and minimising waste, use of local produce and supporting public transport are all taken into account.

Cancellations. Please check cancellation policies with individual accommodation providers. A proprietor is entitled to claim compensation, even on a holiday cancelled through illness, so taking out cancellation insurance is advisable.

Insurance. As the Isles of Scilly are an off-shore destination, it is advisable to take out holiday insurance to guard against delays due to weather and other eventualities.



Other accreditations are included by our accommodation providers to give you more assurance and information about their offer including schemes such as the Good Hotel Guide and Trip Advisor.

Document 3b

The Isles of Scilly use the following accommodation listing information

Example

- ① **Property type:** HO – Hotel
 HB – Half Board Bed and Breakfast
 BB – Bed & Breakfast
 SC – Self Catering
 CS – Campsite

- ② **Island colour code:** St. Mary's
 Tresco

- ③ **Property's star rating**

- ④ **Pricing information**

- ⑤ **Accreditation organisations**

- ⑥ **Units/Rooms, Opening months, Map reference**

1 **B Accommodation Guesthouse** **2** **3** ★★★ Silver

8 Location Street, St. Mary's, TR21 ABC
 Gavin and Sue Smith T. 01720 123456
 E. anemailaddress@server.com
 W. www.awebsitehere.co.uk

Accommodation Cottage is centrally located in Hugh Town, close to the beaches and all amenities. We are proud of our good food and friendly service, and offer breaks all year round. Our sunny garden is available to guests and all rooms are en-suite.

4 B&B £50 – £150 DB&B £60 – £160

5

6 Rooms: 5 Jan – Dec E5 **7** 8+

⑦ **Service icons**

- Broadband internet available
- 2+ Children minimum age
- Cot
- Dishwasher
- Dogs accepted by arrangement/Dog acceptance
- Electricity included in the price
- Evening meals available to non-residents (subject to prior booking)
- Ground floor bedrooms (this does not necessarily imply suitability for disabled persons)
- Gardens/Patio
- Hairdryers
- Heating included in the price
- Heating in all bedrooms & public rooms
- Indoor swimming pool
- Ironing facilities
- Licenced
- Linen provided
- Linen available for hire

- Lounge available to guests throughout the day
- Midweek booking all season
- Midweek booking early and late season only
- Open over Christmas and/or New Year
- Outdoor swimming pool
- Packed lunches available
- Real fire
- Sea views
- Single rooms available
- Special diets catered for by prior arrangement
- Tea/coffee making facilities in bedroom
- Tea/coffee making facilities in lounge
- Televisions in bedroom/Television
- Tumble dryer
- Wheelchair accessible
- WiFi

- Washing machine
- Camping service icons**
- 2+ Children minimum age
 - Electric Hookup
 - Freezer packs
 - Food shop
 - Gas exchange
 - Hot and Cold Water
 - Showers
 - Telephone
 - Toilets
 - Towing of trailers
 - Transport of equipment
 - Wash – handbasins
 - Washing up facilities
- Award icons for Bronze Listing**
- Green Tourism Business Scheme (silver)
 - Green Tourism Business Scheme (gold)
 - Island Tourism member



- ⑧ **Island Tourism.** This symbol denotes membership to the islands' Chamber of Commerce – a voluntary body providing a voice for all member businesses on a wide and varied range of issues relating to tourism.

Key to the Accommodation Index

Reference number You can check up-to-date accommodation availability with the Isles of Scilly Tourist Information Centre on 01720 424031.

Map ref Indicates where, on St. Mary's, the property is located, to help you make your perfect choice.

ETB/AA awards Please see 'Simply Scilly' picture listings for full information of English Tourist board and AA accreditations. "P" denotes that an estimated award is pending at the time of going to print.

Children minimum age Most accommodation providers on the Isles of Scilly welcome children, some with a minimum age restriction. Where no information is given in this column, the property is regrettably unsuitable for children of any age. '3m' denotes three months.

Price Prices are provided as a guide to help you make your best choice. Details are given in

pounds sterling per person per night for serviced accommodation and per unit per week for self catering accommodation. This is given in ranges from the lowest price in low season to the highest price in high season.

Pricing for Half Board Bed and Breakfast (DB&B) BA denotes 'by arrangement', NA denotes that information was not available at time of going to print. Please contact the accommodation provider who will be delighted to give you full information.

Christmas and New Year opening Numerous properties are open over Christmas and New Year. Openings may vary, so please contact the accommodation provider for full information.

Disclaimer Please note that individual accommodation providers are not bound by the details published here. Please always check for latest pricing and availability, as well as for discounts that may be available.

Document 3c

Additional Information...

Finding the information you need You can find a wealth of information about the Isles of Scilly, accommodation, activities and attractions, and lots more at www.simplyscilly.co.uk

Isles of Scilly Tourist Information Service

01720 42 40 31

tic@scilly.gov.uk

www.simplyscilly.co.uk

Power utilities The electricity supply at 240 Volts is exactly the same as on the mainland. Bottled gas is obtainable.

Telecoms BT provides the standard landline connection. Most mobile phone networks can be picked up across the islands, but reception is variable.

Dogs Dogs and responsible owners are welcomed on the Isles of Scilly. During the summer months several beaches on St. Mary's have restrictions. Dogs are happily accepted on the inter-island launches but Tresco Estate requires that visiting dogs remain on a lead.

Accessibility A Sand Chair is available to enable people to access some of the beaches on St. Mary's. Details of hire may be obtained from the TIC on St. Mary's.

Health There is a fully-equipped cottage hospital and dental surgery on St. Mary's and a nearby health centre with a surgery and a dispensary. A medical launch links the islands and there is a water ambulance, the Star of Life.


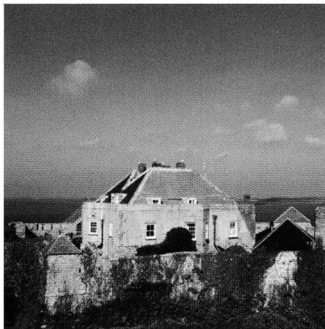
Money There are two banks on St. Mary's – Barclays and Lloyds TSB – but none on other islands. There is a cash machine outside Lloyds TSB. Several shops offer cashback facilities and there are sub-post offices on each of the other islands that offer National Savings facilities. Please note that some businesses still operate largely on a cash basis and may not accept debit or credit cards. It is always best to ring ahead to confirm.

Insurance The Isles of Scilly are part of the United Kingdom, but as the islands are an off-shore destination, it is prudent to take out holiday insurance to guard against delays due to weather or other eventualities.

Whilst every effort has been taken to ensure the accuracy of information in this guide, the Isles of Scilly Tourist Board accepts no liability for errors, omissions or any inconvenience arising thereof.

Furthermore, in respect of advertisements, neither the Board nor its staff can be held responsible for statements contained therein, or for any matter arising thereof.

Star Castle Hotel
★★★★ Silver

The Good-HotelGuide
 César Award:
 Great Britain 'Island Hotel of The Year 2009'
 South West Tourism Excellence Awards 2010 - 2011
 Silver - Small Hotel of the Year

A world apart, but not a world away...

The Star Castle Hotel, built in 1593, provides a simply unique setting for your holiday. Built in the form of an eight pointed star and surrounded by a dry moat and ramparts, the Castle stands on the fortified Garrison Hill and commands magnificent views of the harbour and the surrounding islands.

The Castle is situated in four acres of secluded gardens, where exotic sub-tropical flowers and fauna make it a special delight. An indoor heated swimming pool and tennis courts are also situated within the grounds.

The hotel combines the service and values from an earlier age with the amenities of the present. Featured among the facilities are two award-winning restaurants, specialising in sea food and island produce.

As the most renowned hotel on St. Mary's, the Star Castle offers a very special kind of holiday experience, one which will tempt you to return time and time again!

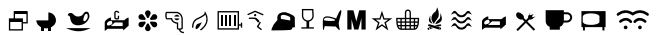
Your hosts at the Castle are the Francis family who invite you to sample the unique atmosphere of the Castle and these islands.

B&B PPPN £75-£179
DB&B PPPN £85-£189




St. Mary's, Isles of Scilly, TR21 0JA
T. 01720 422317/423342
E. info@star-castle.co.uk
 www.star-castle.co.uk

Rooms: 38 | **Feb-Dec** | **B5**



Document 5

<p>Seaways Farm Holiday Homes</p> <p>Established over 40 years ago, the holiday houses at Seaways Flower Farm, Porthloo, offer comfort and enjoyment with unrivalled views.</p> <ul style="list-style-type: none"> • Magnificent sea views • Beautifully restored farm buildings • 4 cottages adjacent to the popular Juliet's Garden Restaurant & Bar • Secluded island locations, 3 properties with big gardens • Centrally heated for winter holidays • Broadband and Wi-Fi at Juliet's Garden Restaurant & Bar • Children and dogs welcome • Choice of houses, cottages, chalet or apartment and changeover days <p>Whether you choose The Loft, Orchid, Barley or Summer Houses, fifteen minutes walk from Hugh Town, or Standing Stone and Standing Stone Terrace, set in rugged isolation at Bant's Carn, our converted farm buildings are beautifully restored. Enjoy the surroundings of a traditional Scillonian flower farm. Moments from the beaches, Seaways offers you peace, comfort, relaxation and style. Walk along the coast at sunset, picnic on the beach, or go for a sail and look up at your cottage on the cliffs. Whatever you do with your day, you'll be glad to end it at Seaways.</p> <p>Seaways Flower Farm, St. Mary's TR21 0NF Mrs Juliet May T. 01720 422845 E. seawaysflowerfarm@btinternet.com www.seawaysfarmholidayhomes.co.uk</p> <p>Sleeps 2-5 PUPW £500-£1220</p> 			    		
Units: 6	Jan-Dec	B5			

Document 6a

Tariff for the one bedroom Sea Garden Cottages at the Island Hotel

Tariff

Sea Garden Cottages at the Island Hotel

Opening in May 2012, The Sea Garden Cottages are made up of 25 cottages that vary in size and can accommodate up to 10 people. All properties have access to an on-site indoor pool with jacuzzi and sauna, a gymnasium and the facilities at the Flying Boat Club. The Ruin Beach café is open from breakfast through to dinner.

We have seven properties available on a weekly, self-catering basis (see separate tariff) and nine properties which are available as timeshares (details are available on request).

Daily Rate at the Sea Garden Cottages

There are nine, one-bedroom cottages that are available on a daily basis. The daily tariff includes a continental breakfast and a two-course evening meal at The Ruin Beach café. Each cottage has a fully-equipped kitchen, so you can eat in if you choose.

To make a reservation please contact:

The Reservation Team,
The Island Office,
Tresco, Isles of Scilly,
Cornwall TR24 0QQ
Tel: 01720 422849
Fax: 01720 422807
Email: contactus@tresco.co.uk
www.tresco.co.uk

2012 Daily rates for the one bedroom cottages

1 May – 25 May	£185
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26 May – 6 July	£205
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7 July – 2 Sept	£235
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3 Sept – 30 Sept	£205
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1 Oct – 3 Nov	£185
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Prices are per person per night and are based upon two people sharing.

These rates include continental breakfast and two-course evening meal at The Ruin Beach café and VAT at the current rate.

Single occupancy is charged at a 50% supplement.

Children under 12 years occupying an adult bedspace are charged at 70% of the daily rate. Children under 12 years occupying a sofa bed are charged £50.00 each daily, inclusive of two course evening meal and continental breakfast.

Inspirational elegance and style...

From May 2012, the Sea Garden Cottages at the Island Hotel will be open for guests. Capturing the best sea views that the hotel has to offer, designed and furnished to the highest degree of comfort and style, the Sea Garden Cottages allow guests to enjoy their holiday with greater choice.

Each cottage has an open-plan lounge and fully-equipped kitchen, as well as a small terrace. Upstairs is the bedroom with its own balcony and en-suite bathroom. There is also a sofa bed downstairs. Bookings can be by the night, with half-board available from the hotel's new beachside bar and restaurant, The Ruin. Alternatively, guests can choose to cater for themselves in their own cottage.

In addition to the hotel's wonderful beach, facilities at the Sea Garden Cottages at the Island Hotel include an indoor pool, gym, sauna, tennis court and manicured gardens. There is also an on-site seasonal sailing school.

Sleeps 2-4 DB&B PPN £185-£235

Tresco Island Office, Tresco TR24 0QQ
T. 01720 422849 E. contactus@tresco.co.uk
W. www.tresco.co.uk

Units: 9

May–Nov



Document 6b

Tariff for the larger Sea Garden Cottages

Sea Garden Cottages	1 May to 25 May	26 May to 6 July	7 July to 2 Sept	3 Sept to 30 Sept	1 Oct to 3 Nov
Lobster, Oyster Sleeps 6/8	£2540	£3270	£4950	£3270	£1615
Samphire Sleeps 6/8	£2540	£3270	£5250	£3270	£1615
Seapink, Starfish Sleeps 6/8	£2540	£3270	£5500	£3270	£1615
Seahorse Sleeps 6/8	£2540	£3270	£5750	£3270	£1615
Sunfish Sleeps 8/10	£3160	£3945	£6250	£3945	£2190

Rental prices are per cottage per week and include linen, towels and solid fuel (where applicable). All cottages are non-smoking. Changeover days vary. All properties have access to an on-site indoor pool with jacuzzi and sauna, gymnasium and The Ruin Beach café.

Each cottage is equipped with wi-fi broadband and digital satellite TV. Rental is inclusive of access to all the facilities at the Flying Boat Club, as well as entrance to Tresco Abbey Garden and golf at the Isles of Scilly Golf Club on St Mary's.

To make a reservation please contact:

The Reservations Team,
The Island Office,
Tresco, Isles of Scilly,
Cornwall TR24 0QQ

Tel: 01720 422849
Fax: 01720 422807
Email: contactus@tresco.co.uk
www.tresco.co.uk

Document 7



St Martin's Bakery and baking courses

Moo Green, St Martin's, Isles of Scilly, TR25 0QL
01720 423444

enquiries@stmartinsbakery.co.uk

Learn to bake! at St Martin's Bakery.



Come and learn to bake on one of our friendly holiday courses whilst having the opportunity to enjoy the footprintless beaches and pathways of St Martin's.

Experience the sensations of this beautiful island, the fields full of flowers, the land bursting with bird song and the amazing patchwork of tall hedges and granite walls which support a myriad of wildlife untouched by the pollution of the mainland. See the thousands of stars covering the night time sky and the blue sky of daytime which no camera can capture and enjoy our clear fresh air which will ensure the most peaceful of sleeps.



On these 'all-inclusive courses' we arrange everything for you:

- your helicopter ride from Penzance on the Wednesday
- your launch transfer from St Mary's
- your accommodation
- your three day course with all lunches and evening meals taken care of
- a complete folio of laminated St Martin's Bakery recipe cards
- and your transfers to St Mary's on the Monday and flights back to Penzance, unless of course you wish to extend your stay and take advantage of your visit to Britain's best kept secret.



The courses cover all aspects of English and continental breads and pastries, and a wide range of pies, pastries, flans, cakes and quiches. No experience is necessary, we will give you the confidence and knowledge to create beautiful food with ease and passion in your own home.

Courses start each and every Wednesday for the months advertised, are fully inclusive and cost £745 per participating person.

Non-participating partners who may wish to wander and relax are welcome at a small cost of £295 to cover flights, transfer and accommodation. Special rates for children.

Request a brochure and experience the holiday of a lifetime. Call **Toby on 01720 423444**, or [email us](mailto:enquiries@stmartinsbakery.co.uk) with your address. More information on these courses can be found on www.cookingholidays.co.uk

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