

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**Advanced Subsidiary GCE**

**APPLIED TRAVEL AND TOURISM**

**G720/CS**

Unit 1: Introducing Travel and Tourism

**CASE STUDY**

**Pre-release case studies for examination June 2006**

**OPEN ON RECEIPT**

### **INSTRUCTIONS TO CENTRES**

- 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 take the question paper.
- You **must not** take notes into the examination.
- A clean copy of the case studies will be issued with the question paper.

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**These pre-release case studies consist of 9 printed pages and 3 blank pages.**

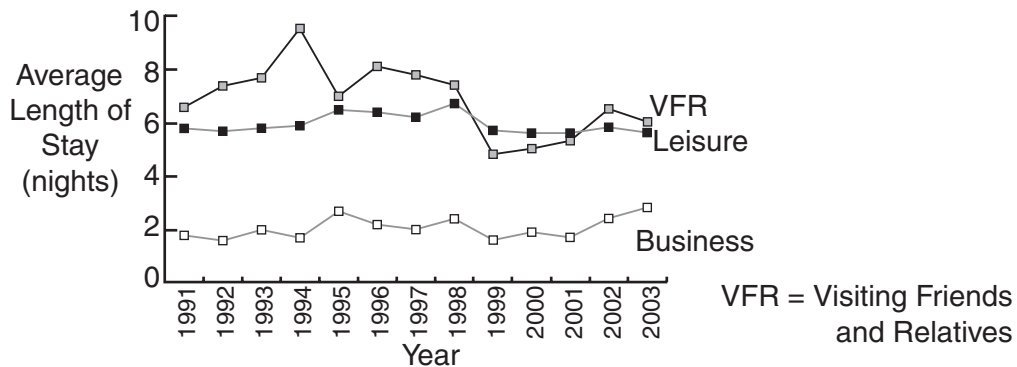
## Document 1a

Guernsey – Number of Visitors: 1991 to 2003 (000's)									
Year	Staying Visitors by Purpose				Daytrippers				All Visitors
	Leisure	Business	Visiting Friends and Relatives	Total	Leisure	Business	Others	Total	Grand Total
1991	211	51	44	306	37	16		53	359
1992	206	42	40	288	36	23		59	347
1993	232	49	40	321	22	20		42	363
1994	210	43	40	293	26	24		50	343
1995	229	64	33	326	37	20		57	383
1996	273	57	43	373	23	18		41	414
1997	273	52	48	373	31	16		47	420
1998	260	46	40	346	30	22		52	398
1999	232	45	47	324	34	16		50	374
2000	235	43	44	322	30	11		41	363
2001	220	47	41	308	29	14		43	351
2002	218	48	61	327	35	13	3	51	378
2003	204	47	67	318	32	10	1	43	361

\*Others – consists of those 'visiting friends and relatives' and approximately 2,000 staying visitors who classified their visit as 'other reason'.

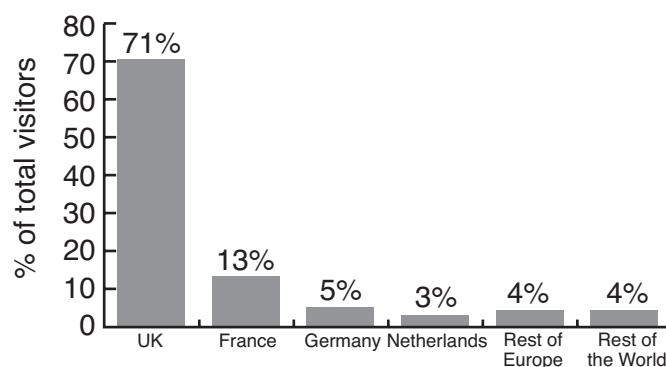
## Document 1b

Guernsey Staying Visitors – Length of Stay: 1991 to 2003



## Document 1c

Visitors to Guernsey by Origin – 2003



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# Holidays...

## Bay View Guest House

The Bay View is a traditional family establishment run by Geoff Mayger and his partner Carolyn Harvey, and offers a warm and friendly welcome to all guests whether they are visiting Jersey for business or pleasure. The Guest House has a 2 diamond rating with Jersey Tourism and is also a member of the Jersey Hospitality Association.

There are a variety of room types available ranging from singles to family rooms, the latter which can cater for up to four or five persons depending upon the combination of adults and children, and most are en-suite and centrally heated. All rooms have tea and coffee making facilities and many also have a fridge and microwave, as the guest house only offers accommodation on a bed and breakfast basis. Geoff says the reason for this is that they provide such a comprehensive breakfast that most guests skip lunch, and then want to sample and enjoy a hearty meal at one of the many great restaurants in the vicinity or in St Helier town centre.

The Guest House is licensed and has a cosy well stocked bar, and there is a TV lounge for relaxation, or for the children to watch videos or to play board games in. On warm summer evenings guests may prefer to sit on the front porch or in the rear garden with a glass of wine and either watch the world go by or gaze at the stars.

The Guest House itself is located in a very popular suburb of St Helier, known as Havre Des Pas, being across the road from a sheltered sandy beach and the public Lido, yet only a 10 minute walk into the centre of St Helier. There is a beachfront promenade serviced by a number of good restaurants, and being on a main bus route it is relatively easy to get to the various places of interest in the island.

This year Jersey is celebrating 800 years of allegiance to The Crown, and many events are being organised specifically for this, in addition to the usual annual events and festivals, of which the Battle of Flowers in August, is probably the best known.

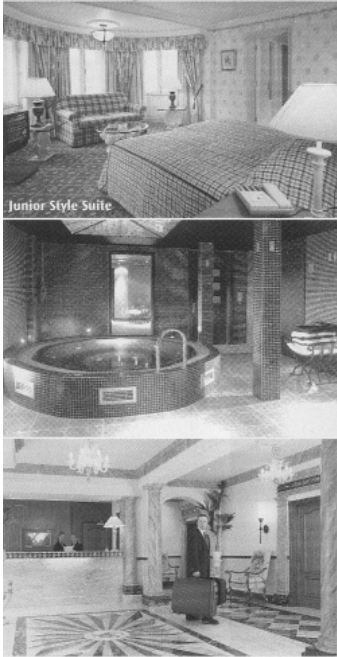
For this reason Geoff recommends that visitors thinking of coming to Jersey should book early to secure the accommodation they want, in the right location. Flights or ferry travel can be arranged on request, as well as Taxi transfers which saves you waiting at busy times.

Rates are from £22 per person per night in low season to £35 in the high season and child discounts are available where children are sharing with parents. There are no supplements for single night stays or credit card settlement, and most major debit or credit cards are accepted.

Jersey is a safe and tranquil location yet caters for a wide range of preferences, and the Bay View is highly recommended for those looking for a personal service at a reasonable price.



For Reservations Tel 01534-720950 or e-mail: bayview.guesthouse@jerseymail.co.uk.



**The Old Government House** ST PETER PORT ★★★★★  
 Ann's Place,  
 St Peter Port, GY1 4AZ  
 T: 01481 724921 F: 01481 724429  
 E: reservations.ogh@guernsey.net  
 W: www.oghhotel.com

Ideally situated in the heart of St Peter Port, this historic independent 4 star hotel - once the official residence of the Governor of Guernsey, enjoys a commanding position overlooking the harbour and the neighbouring islands of Herm and Sark.

Many of the 68 rooms and suites have been recently refurbished to a high standard whilst the public areas retain their distinctive architectural style. With many rooms and suites offering sea views and balconies, The OGH (as it is affectionately known) offers a unique blend of history and character combined with the luxury of a modern hotel.

More recently to stay in step with changing demands, new additional up-graded facilities have been introduced including 16 channel satellite TV, voice mail, disabled bathrooms and access lifts, non-smoking areas and the Revolution at the OGH Health Club & Spa - with free unlimited use for all residents.

The outdoor heated pool and pool deck (open May to October) and walled garden is the perfect place to unwind and relax. The award-winning Restaurant at the OGH offers fine dining with lighter meals available in The Centenary Bar & Garden.

The Old Government House offers a unique blend of history and character combined with the luxury of a modern hotel.



from: **£70** to: **£155** per person per night bed & breakfast **H13**

**KEY TO FACILITIES AND SERVICES**

- Credit cards accepted
- Lift
- Television available
- Residents' parking
- Travel can be arranged
- No-smoking areas
- Restaurant open to non-residents
- Coffee and tea-making in room
- Licensed
- Garden
- Golf course on site
- Outdoor swimming pool
- Indoor swimming pool
- Baby-listening service
- Dogs welcome
- Children's playground
- Laundry facilities
- 12** Open for 12 months

*Campsites only*

- Tents/equipment for hire
- Shop
- Children's playground
- Snack bar
- Games room
- Recreation lounge

The Guernsey Tourist Board's Accessibility Scheme operates on the same requirements as the UK's National Accessible Scheme with three Access Categories.

- CATEGORY 1**  
Accessible to a wheelchair user travelling independently
- CATEGORY 2**  
Accessible to a wheelchair user travelling with assistance
- CATEGORY 3**  
Accessible to someone with limited mobility, able to walk a few paces and up a maximum of three steps

## **CELEBRATE 800!**

**Explore Guernsey's rich history and join in the carnival atmosphere as the Island celebrates 800 years of allegiance to the Crown.**

**From 7 to 11 April it is the  
EASTER FESTIVAL OF LIVING HISTORY**

**9 May is LIBERATION DAY  
an unforgettable celebration of freedom**

**From 19 to 22 July it is the  
SUMMER FESTIVAL OF LIVING HISTORY**

**For more outdoor celebrations, from 24 July to 1 August,  
ST. PETER PORT TOWN CARNIVAL WEEK  
Offers loads of family fun**

**For the serious connoisseur the  
VICTOR HUGO INTERNATIONAL  
MUSIC FESTIVAL  
22 September to 3 October  
reflects music from the middle ages to modern day**

**We are happy to state that all our events are sponsored and supported  
by the private sector in Guernsey as well as the public sector.**

For more information, please visit:

[www.guernseytouristboard.com](http://www.guernseytouristboard.com) (a public sector organisation)



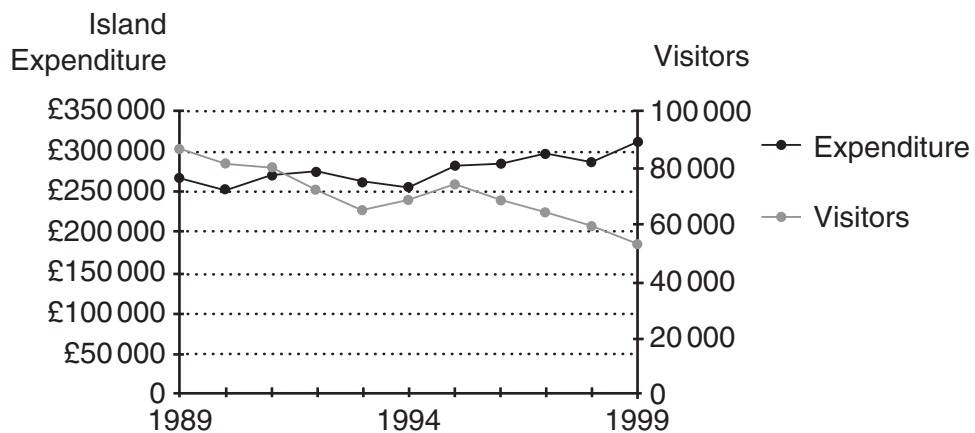
## Document 6

### AN OVERVIEW OF THE SARK TOURIST INDUSTRY

#### INTRODUCTION

It is acknowledged that the number of tourists visiting the Channel Islands has diminished significantly and is very unlikely, whatever action is taken, to regain the levels of the late eighties in the foreseeable future. Sark relies on its income from its tourist industry.

The following graph gives a good indication of the financial problems now facing the Island as over the last ten years expenditure has shown a steady increase in real terms whilst visitor numbers have shown a steady decrease. There is a great deal of scope for increasing visitor numbers by making the Island more appealing.



IT IS ESSENTIAL THAT THE FULL POTENTIAL OF THE ISLAND  
AS A TOURIST DESTINATION IS REALISED

#### SHIPPING

The tourist industry relies heavily on its shipping service and it is acknowledged that the number of visitors, in particular day visitors, is sensitive to the cost of passenger transport.

A good reliable shipping service is absolutely essential. A good service can only be maintained if the service is viable and at present it is borderline and if it is to progress it MUST be sufficiently profitable to enable finance to be raised to change its fleet when necessary.

#### AREAS OF TOURISM THAT NEED CONSIDERATION

Complaints are received from day visitors and these complainants infect other would be visitors when they return to their hotels and guest houses and we all lose. The most common complaints last year concerned carriage rides and the apparent lack of places to get a cup of tea after 4 o'clock but there were others and with good will all can be improved considerably.

## **HARBOUR AREA**

The harbours and the area between has to cater for cargo as well as for passengers but a lot could be done to make it more 'user friendly' for the visitor. It is sometimes difficult for those who live here to appreciate the problems of the visitor arriving for the first time. There is no indication of where to go and how to get there. The quay area is chaotic when cargo and passengers are mixed but it is to be hoped this can be overcome with a change in cargo schedules.

## **CARRIAGES**

The majority of complaints received from visitors concerned carriages, in particular the lack of information on pricing, journey times and sites visited. It is common practice elsewhere for all tours, be they coach tours, boat tours or any other type, to have notices or boards giving all the information that the tour offers. Nowadays this even extends to the same information being available from the tourist web site. The visitor now expects this service and there are complaints that in Sark it is not there.

## **CATERING ESTABLISHMENTS**

Lack of anywhere to relax and have tea after the 4 o'clock boat passengers have left was another common complaint, particularly from the 6 o'clock passengers.

## **THE AVENUE**

Comments have been made on the state of the Avenue. Its rather scruffy appearance particularly towards the east end, the horse dung in the road and the tractors and carriages in close proximity with the visitors. Many visitors would like to see the Avenue as a pedestrian only precinct. There is certainly room for improvement in the exterior appearance of some of the buildings.

Horse dung is a frequent cause of criticism and not only in the Avenue. The problem could be cured in the Avenue by preventing the carriages from using that road. The problem could be cured on all roads by adopting 'dung sacks' which are used universally around the world wherever there are metalled roads. This system has disadvantages for the carriage owner and drivers but saves the work of the sweeper, saves the island money and removes the criticism of the dung on the road being a health hazard (and a navigational hazard at night).

## **SIGNS AND SIGNPOSTS**

Present signposts are attractive but are too few in number and give no indication of distance. Distances to the destination signed should always be quoted.

## **SUNDAY BOAT SERVICE**

There is believed to be a demand for a Sunday tourist boat service. It is a day when many local Guernsey people would welcome a trip to Sark and are unable to get away on a weekday and Sunday boats for special occasions last year proved very successful in terms of numbers of visitors.

## **BOAT MOORINGS**

The Harbour committee is frequently asked by Guernsey boat owners whether they can have moorings laid in the popular bays. There is a strong feeling that moorings in popular beaches would detract from the beauty of those bays. However it is recognised that the hotel and restaurant trade would benefit from boat owners and passengers wishing to dine and not leave an anchored boat unattended.



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