



ADVANCED
General Certificate of Education
January 2010

GCE Applied Business

Assessment Unit A2 12

assessing

The Global Market

[A6B61]



MONDAY 25 JANUARY, AFTERNOON

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number on the Answer Booklet provided.
Answer **all six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.
Quality of written communication will be assessed in Questions 3, 4 and 5.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each part question in allocating the available examination time.

Case Study

Study the information below and answer ALL the questions that follow.

The Giant's Causeway and the Giant's Causeway Visitor Centre

The Giant's Causeway is Northern Ireland's premier tourist attraction. The site and fifteen miles of footpaths along the Causeway Coastline are owned and maintained by the National Trust. Moyle District Council are responsible for the operation of the Giant's Causeway Visitor Centre (GCVC) and the provision of other visitor facilities. Moyle District Council points out that some facilities are currently provided from temporary buildings as a result of fire damage to the buildings originally occupied in 2000. The Visitor Centre currently employs a minimum of seven staff.

During 1986, the Giant's Causeway received global recognition when it was included on the World Heritage list, making it Ireland's first World Heritage site. The Causeway meets two of UNESCO's criteria for this. The significance of the above distinction is that it retains a status equivalent to some of the world's other notable landmarks, including the Great Barrier Reef (Australia) and the Pyramids at Giza (Egypt). Interestingly, a "tourist tax" has been levied at some of these attractions, possibly aimed at financing "environmental improvements". During 2001, a "tourist tax" was imposed on tourists visiting the Balearic Islands (Ibiza, Majorca and Minorca), raising £25m for the government.

The Giant's Causeway Visitor Centre is open daily all year round, and provides facilities such as:

- Audio-Visual Theatre: featuring twelve-minute audio-visual presentations of the folklore and scientific theory related to the Giant's Causeway, with commentaries in five European languages;
- Free information about other attractions of the Causeway Coast and Glens of Antrim area, including places to eat, accommodation and events listings;
- Bureau de Change (facilities for exchanging foreign currencies);
- Souvenir/Gift Shop (enabling visitors to purchase gifts);
- Visitor Centre Website (provides safety advice about walking on coastal pathways);
- Wheelchair access and toilet facilities.

The Giant's Causeway Visitor Centre has received a number of national and international awards which were made in recognition of the efforts of the staff to promote the Giant's Causeway experience and facilities to visitors on a global basis – including the rich cultural heritage and striking scenery.

The Giant's Causeway is located on the North Antrim coast, between the towns of Portrush and Ballycastle. The Causeway proper is only part of the attraction – 6 km of cliffs, formed from 40 000 black basalt columns, greet visitors on arrival and offer spectacular coastline views. Whilst visitor numbers to the Giant's Causeway and the Giant's Causeway Visitor Centre indicate a rising trend, it is worth noting that many countries still impose exchange controls (restrictions) upon their citizens travelling abroad, in terms of the amount of currency that can be taken out of their respective countries (examples include Australia, United States of America and Egypt). **Table 1** summarises some relevant data related to the Tourism Sector of the Northern Ireland economy:

Table 1: Tourism Sector data – Northern Ireland Economy

Number of Visitors to Giant's Causeway Visitor Centre (2007)	
Number of Visitors to Giant's Causeway Visitor Centre (2003)	398 500
Number of Jobs in Tourism Sector of N. Ireland Economy as at 28th February 2003 (Approx.)	28 000
Contribution of Tourism Sector to N. Ireland Gross Value Added as at 2003	2.0%
Estimated Total Revenues of Tourism Sector as part of the N. Ireland Economy (2003)	£395 m
Estimated Revenues of Tourism Sector received from International Visitors to N. Ireland (2003)	£274 m

As part of its E-Commerce activities, the Giant's Causeway Visitor Centre operates a website (www.giantscausewaycentre.com), which provides visitors and online users an opportunity to find out more information about the Giant's Causeway, the Giant's Causeway Visitor Centre and surrounding area, including links to other service providers (hotels, B&Bs, and transport links) within the tourism industry. Visitors are reliant upon a variety of transport networks for access, including bus, rail, road and air (the nearest airport is approximately 1 hour away by road).

Source: adapted from www.giantscausewaycentre.com

- 1 Explain **one** health and safety requirement which could be applied to the Giant's Causeway and the Giant's Causeway Visitor Centre. [3]

- 2 (a) Using an example from the case study, explain what is meant by the term "exchange controls". [4]

(b) With reference to the case study, explain **three** ways in which the introduction of a "tax" might affect the tourism industry within Northern Ireland. [9]

- 3 Discuss the advantages and disadvantages to the Giant's Causeway Visitor Centre of using "E-Commerce" facilities. [12]

- 4 Using information from the case study, evaluate **three** ways in which global tourist trading is important to the Northern Ireland economy. [12]

The questions continue overleaf.

- 5 Evaluate the impact that the Giant's Causeway and the Giant's Causeway Visitor Centre have on the following:
- (a) Consumers (national and international visitors)
 - (b) Business.
- 6 Prepare a detailed SWOT analysis for the Giant's Causeway Visitor Centre. [24]

THIS IS THE END OF THE QUESTION PAPER
