

Tuesday 15 May 2012 – Morning

AS GCE APPLIED TRAVEL AND TOURISM

G720/01/CS Introducing Travel and Tourism

CASE STUDY

Duration: 2 hours



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Document 1



Visit
Wales

Domestic Tourism to Wales in 2006, 2007 and 2008

Fig. 1a Methods of booking trips to Wales

	2008 (%)
All advance firm bookings	46.40
Through accommodation provider	28.12
Online	21.02
Through transport provider	5.91
Through tour operator or travel company	5.22
Through a high street or online travel agent	1.99
Through Tourist Board or Tourist Information Centre (TIC)	1.52
Other source	3.65
Did not make any firm bookings before trip	43.20
Don't know	10.40

Note: The sum of the individual advance booking methods is greater than the total, as more than one booking method may be recorded.

Fig. 1b Volume and value of domestic trips

	Trips (millions)			Bednights (millions)			Spend (£ millions)		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
Wales	9.61	8.85	8.49	36.43	32.10	31.90	1633	1418	1411

Fig. 1c Trip characteristics

	Average length of stay (nights)			Average spend per night (£)			Average spend per trip (£)		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
Wales	3.79	3.63	3.76	45	44	44	170	160	166

Fig. 1d Purpose of trips

	Trips (millions)			Bednights (millions)			Spend (£ millions)		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
All holidays	7.36	6.46	6.56	29.37	26.16	26.01	1189	1055	1066
VFR	1.14	1.28	0.85	2.88	3.15	3.01	112	114	90
Business/work	0.95	0.89	0.91	3.20	2.12	2.44	311	215	235
Total	9.45	8.63	8.32	35.45	31.43	31.46	1612	1384	1391

Document 1 cont.

Fig. 1e Detail of spend (breakdown)

	2006 (%)	2007 (%)	2008 (%)
Accommodation	34.15	31.96	34.78
Eating and drinking out	19.48	20.50	17.94
Travel costs to and from destination, and during the trip	17.56	18.27	19.74
Other shopping	11.89	10.69	10.63
Buying clothes	5.29	6.34	5.35
Entertainment	5.08	6.85	5.79
Price of package holiday/inclusive trip	4.59	3.64	3.60
Services or advice (e.g. travel guides, tourist information)	0.25	0.14	0.22
Other	1.71	1.61	1.95

Fig. 1f Transport used on longest part of journey

	Trips (millions)			Bednights (millions)			Spend (£ millions)		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
Car	7.94	7.18	6.90	30.47	27.04	25.25	1 289.80	1 143.85	1 080.01
Train	0.59	0.62	0.66	2.07	1.84	2.84	104.16	92.39	127.84
Organised coach	0.28	0.25	0.18	1.26	0.95	0.62	73.90	54.34	40.07
Bus/coach	0.13	0.18	0.20	0.44	0.62	1.08	29.52	22.16	31.20
Plane	0.22	0.17	0.21	0.67	0.52	0.86	55.95	47.86	72.99
Other	0.44	0.44	0.34	1.53	1.12	1.26	79.45	56.93	59.14
Total	9.60	8.84	8.49	36.44	32.09	31.91	1 633	1 418	1 411

Note: Figures subject to rounding.

Fig. 1g Accommodation used

	Trips (millions)			Bednights (millions)			Spend (£ millions)		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
Friends/relatives home	2.73	2.91	2.36	8.57	9.49	8.70	238	273	232
Hotel/motel/guest house	2.16	2.02	2.08	6.23	4.80	5.48	599	479	486
All caravans	1.98	1.57	1.79	9.51	7.57	8.90	272	203	250
Towed	0.53	0.48	0.50	2.37	2.89	2.67	68	67	71
Static owned	0.91	0.73	0.79	4.25	3.03	3.56	90	71	86
Static not-owned	0.54	0.37	0.50	2.89	1.64	2.67	114	65	93
Self-catering in rented	0.75	0.80	0.59	4.50	4.44	3.11	214	182	180
Bed and breakfast (B&B)/									
farm/private house	0.46	0.51	0.50	1.15	1.56	1.60	91	112	110
Camping	0.69	0.42	0.68	2.34	1.72	2.11	64	42	55
Holiday camp/village	0.13	0.21	0.15	0.66	0.91	0.62	27	39	28
Hostel/university/school	0.14	0.10	0.17	0.35	0.26	0.40	22	13	23

Note: Figures subject to rounding.

Wales Visitor Survey Staying Visitors - Report

Key driver analysis

- The strongest drivers of staying visitors' satisfaction with their trip and where Wales performs well are the less tangible elements of 'feeling of welcome' and 'general atmosphere'. The more tangible aspects of 'availability' and 'choice of attractions' and 'overall enjoyment of attractions' are further key drivers where Wales performed well.
- The element 'a unique cultural experience distinct to Wales' was seen as a relatively strong driver of trip satisfaction.

Ratings

- Over half (55%) rate Wales excellent as a place to visit and 54% overall say Wales is either much better or slightly better compared to other holiday destinations.
- The people of Wales are a positive aspect of the trip to Wales with staying visitors highly rating 'feeling of welcome', 'friendliness of people' and 'general atmosphere'.
- Three in ten rated their trip as excellent in terms of giving them a unique Welsh cultural experience.

Aspects of trip

- Top attractions are nature attractions and castles/stately houses/historic sites which were visited by 73% and 72% of staying visitors respectively. Overall, nearly half (48%) rated the attractions of Wales as excellent and a further 46% rated them good.
- Welsh food on the menu attracts staying visitors into restaurants with a quarter (25%) claiming they visited an eating establishment because Welsh food was on the menu.
- The majority of staying visitors found enough information prior to their visit with 96% saying they had sufficient information and most relied on knowledge from previous visit (not surprising given the high proportion of repeat visits).
- During the visit 73% of staying visitors used leaflets at attractions as an information source and 50% used TIC's. TICs were most used by visitors from overseas, with 62% using a TIC.

Environmental issues

- Staying visitors rated environmental factors important in choosing a holiday destination: 72% rated 'preserves its culture and heritage' as very important. The least-highly endorsed statement was 'manages its carbon emissions'.
- Just under a fifth (18%) actively looked for environmentally friendly accommodation, rising to 26% amongst overseas visitors.

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Document 3

Centre for Alternative Technology (CAT) Visitor Centre: Plan your Visit



If you've wondered it, we've tried it. If we haven't tried it, we will.

Built in an old slate quarry in the foothills of Snowdonia our visitor centre has seven acres of interactive displays, organic gardens, café, shop and adventure playground. It opened in 1974 when the CAT was only a small community starting to put sustainable living to the test. Now the organisation has grown in size and reach, welcoming 50 000 visitors and school children every year.

Living more sustainably saves money, creates green jobs, provides a healthier lifestyle and makes sense. There are many solutions already available to tackle the issues our planet faces. Come and explore what you can do.

2010 Opening Times

Winter times

1 January – 26 March and 1 November – 31 December: 10am–Dusk.

Summer times

27 March – 17 July and 1 September – 31 October: 10am–5.30pm.

18 July – 31 August (school summer holidays): 10am–6pm.

The cliff railway runs from 27 March to 31 October.

Visitor centre Christmas and January shutdown dates

The Visitor Centre will be closed Thursday 23 December – Tuesday 28 December 2010 inclusive and Monday 3 January – Sunday 9 January 2011 inclusive.

Entry prices

	Summer	Winter
Adult	£8.50	£6.50
Child (5–15)	£4.00	£4.00
Concession	£7.50	£5.50

Children under 5 get in for free. Residents of SY19 and SY20 postcodes also enter for free.

In partnership with Arriva Trains, show our receptionist your train ticket and receive a 50% discount on the entry price. Arrive by bus, by bike or by foot and receive £1 off your entry ticket.

Group discounts are available. Please contact our Education Department for your booking.

Become a member of the CAT and get in for free for a whole year (among other benefits).

Dogs

Unfortunately we cannot allow dogs on site (except guide dogs and hearing dogs) as we have free range ducks and chickens. We also have a number of nesting sites and areas of special natural interest and even well behaved dogs can unintentionally cause alarm to wildlife.

Document 3 cont.

How to get to the CAT



By train

Machynlleth is on the Birmingham to Aberystwyth train line, which can also be accessed via Shrewsbury and Wolverhampton. This line is served by Arriva trains Wales. To support sustainable transport we offer **50% discount on the entry price** on production of a valid train ticket to Machynlleth. Groups of 10+ can get 25% off travel costs via the Arriva trains Wales booking line.

The Visitor Centre is about three miles north of the Machynlleth train station, so you can continue your journey by bus, taxi, bicycle or on foot. If you arrive by person-powered or public transport you will receive £1 off the entry price (the 50% train discount will be applied after this reduction).

On the bus

Buses travel from Machynlleth to the CAT approximately every hour from Monday through to Saturday. There are less frequent services on Sundays, with four buses a day. Sometimes there is a substantial wait between connecting trains and buses.

By bike or on foot

Sustrans National Cycle Network Route 8 passes via the rail station, right up to the entrance of the CAT Visitor Centre. This is a pleasant, albeit a little hilly, route. The journey takes less than half an hour by bike and about an hour on foot. Cycle parking is available on-site and bikes are available for hire in Machynlleth town centre.

By taxi

For a taxi to or from the Visitor Centre call (01654) 702048.

By car

The Visitor Centre is located north of Machynlleth just off the A487 towards Dolgellau. It is clearly signposted from the main road. Car parking is available on site. If you would like to share your journey either by getting or giving someone a lift, visit www.liftshare.com

What to see at the CAT



Along with a range of interactive displays, there are working examples of environmentally responsible buildings, renewable energy generation, sustainability in the home, organic growing, composting and waste management, each demonstrating what we can do to reduce our impact on the planet. At a time when news about the environment can be gloomy and pessimistic, we aim to put forward a positive solutions-based approach to looking after our planet. These displays are not just for show; they are part of a thriving, sustainable organisation run on renewable energy generated on-site.

There are children's play areas throughout the centre and plenty of open space where visitors can enjoy the enchanting natural surroundings.

Events calendar

Throughout the year, the CAT hosts a variety of events and activities designed to enhance your experience as a visitor. These range from hour-long specialist tours to all day events and children's activities.

Group visits

Each year we welcome a range of visitors from school, college and university groups to social clubs, special interest groups or professional organisations. Some visit to enjoy a relaxing and entertaining day out, others come for educational reasons.

Your group can opt to explore the displays unaccompanied or book a guided tour, specialist lecture or question and answer session.

If you wish to make use of our residential education facilities we have two Eco Cabins, each providing hostel-style accommodation for up to 18 people. A residential visit can include a range of specialist lectures, workshops and activities tailored to the needs of your group.

Document 4 cont.

Key to symbols

Historic house	Nature reserve	Learning facilities
Castle	Holiday cottages	Dogs allowed
Other buildings	Important notes	Cycling at the property
Church, chapel, e.t.c.	Contact details	How to reach the property
Mill	Guided tours	Railway station
Archaeological site	Events	Parking
Industrial heritage	Country walk	Licensed for weddings
Farm/farm animals	Audio guide	Available for functions
Garden	Shop	Public house
Park	Refreshments	1973 Acquisition date
Countryside	Suitable for picnics	
Coast	Family facilities/activities	

Access symbols

Access information	Large print (guide or menu) available	Ramped access or steps with ramp available (building). Slopes (grounds)
Designated parking	Photograph album	
Drop-off point	Virtual tour	Steps (building). Uneven terrain/steps (grounds)
Transfer available	Seats/seating available	
Accessible WC	Wheelchairs available	Lift to other floors
Catering accessible	Level access (building). Level terrain/paths (grounds)	PMV (powered mobility vehicle) available
Shop accessible		
Induction loop		
Braille (guide or menu) available		Accessible route and/or map available


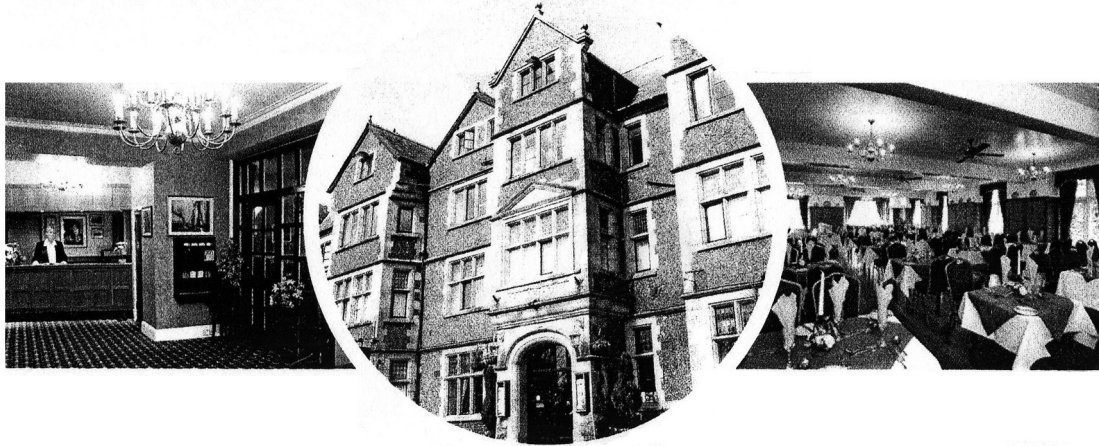
Abbreviations

AONB	Area of Outstanding Natural Beauty	BH	Bank Holiday	yds	yards
NGS	National Gardens Scheme	EH	English Heritage	m	metres
NNR	National Nature Reserve			ha	hectares
PMV	Powered mobility vehicle			ml	miles
SSSI	Site of Special Scientific Interest				

Document 5

George IV Hotel • Criccieth • Gwynedd

23–25 High Street, Criccieth, Gwynedd LL52 0BS

Tel: 01766 522168 Email: georgeiv@alfatravel.co.uk
 Reservations: 01766 522168 Groups: 08451 305888 www.leisureplex.co.uk
**Your hotel**

This atmospheric hotel is situated on the High Street in the centre of Criccieth with magnificent views towards the sea and castle from many bedrooms.

Dining and entertainment

- Attractive restaurant
- Delightful cocktail bar
- Entertainment room with additional bar and a cosy lounge

Bedrooms

- 47 bedrooms with central heating and bath or shower and WC (most have bath and shower)
- All rooms have tea/coffee making facilities, intercom, hair dryer and TV with radio channels

Additional information

- AA 2 star
- No smoking throughout the hotel
- Lift serves first and second floors (not third floor)
- Ample car parking
- Coach parking available

Your resort

Criccieth lies on the south coast of the Llyn Peninsula, where the edge of Snowdonia National Park meets the sea, with spectacular views over Cardigan Bay. The medieval castle, originally Welsh but later taken and reinforced by the Normans, dominates the town. The castle headland divides the seafront into two with a pebbly bay to the west and a sheltered mainly sandy bay to the east. This area of Wales is ideal for walking, from the gentle rolling hills of the Llyn Peninsula in the west to the soaring majesty of Snowdonia in the east with delightful gardens and castles at every turn.

Town centre

Criccieth has a selection of family run shops and some good pubs and restaurants. There is plenty of parking and some pleasant walks around town.

Beach and gardens

Criccieth boasts two Blue Flag beaches which are clean and safe for families. There is a range of watersports such as sailing and fishing and the area is also renowned for its spectacular sunsets. Due to its temperate climate, the town is awash with floral colour almost all year round.

Document 5 cont.

Out and about

- Criccieth Castle
- The Lloyd George Museum
- Brynkir Woollen Mill
- Porthmadog Maritime Museum
- Welsh Highland Railway

Events

- Apr – Academi Ty Newydd Festival
- May and Jun – Criccieth Fair Days
- Jun – Criccieth Festival
- Sep – Barmouth Walking Festival

Nearby

- Snowdonia National Park
- Portmeirion Village
- Porthmadog
- Llechwedd Slate Caverns
- Harlech
- Dolgellau

Groups

Tariffs for groups of 20 or more people are available on request. Please contact our Groups Department at the Head Office address (23–25 High Street, Criccieth, Gwynedd LL52 0BS) or telephone **08451 305888** (local call rate).

Package rates – 3, 4 and 7 nights

Discounted dinner, room and breakfast package tariffs for 3 night weekend, 4 night Monday–Friday and 7 night Saturday–Saturday and Sunday–Sunday stays are available through our associated ABTA bonded tour operator, Alfa Travel. Please visit the Alfa Travel web site at www.alfatravel.co.uk or call **08451 305666** (local call rate) and ask for the Alfa Travel brochure.

Tariffs 2011

Daily terms for room and full British breakfast per person.

Departures on/or between		Jan 1 – April 22	April 23 – May 27	May 28 – Sept 2	Sept 3 – Sept 30	Oct 1 – Dec 31
Wales						
Llandudno	Hydro	£29	£32	£38	£36	£31
Criccieth	George IV	£30	£33	£39	£37	£32
Porthcawl	Seabank	£30	£33	£39	£37	£32

Table d’hote Dinner: £14 (reduced to £10 per night if booked prior to arrival).

Single Supplement: £7 per night.

Single Supplements are doubled where a Double/Twin room is used as a Single.

Child Discounts: (sharing room with one or more adults).

Age 0 – 2 years: Deduct £15 per night.

Age 3 – 11 years: Deduct £10 per night.

These tariffs are valid for stays of any duration (except Christmas and New Year).

Bookings should be made directly with your chosen hotel.

TARIFFS ARE INCLUSIVE OF VAT AT 20%.

Document 6

Bryn Ellyd Eco Guest house

Croeso/Welcome



Bryn Ellyd is one of the leading environmentally friendly guest houses in North Wales. Within walking distance you can enjoy the nearby steam trains, dog

walks, easy rambles, climbing, fishing, industrial heritage, nature and stunning open views.

We are a certified 3 star guest house and have had our green credentials recognised by the Guardian newspaper and the Welsh Assembly Government. Nestling at the foot of the Moelwyn mountain range alongside a lake, this eco guest house is ideal for exploring Snowdonia and the rest of North Wales in a tranquil setting.



Our commitment to the environment at Bryn Ellyd has been recognised with an Eco Green Dragon Award.

Our eco policy

At Bryn Ellyd Eco Guest house we believe you should be able to enjoy a holiday without damaging the environment. Below are some of the methods we use that have been acknowledged by the Guardian list of Green Guest Houses and the Green Dragon Environment Standard.

Renewable electricity

- 100% green electricity.
- Solar to electric external lighting.
- Two huge solar water heating arrays.
- Log fires and log powered central heating.
- Locally sourced and reclaimed timber used as fuel.

Local produce

- Seasonal fruit and vegetables grown in rich composted soil.
- Local free range eggs and our own duck eggs.
- Local sausage and bacon.
- Local shops and business supported.
- Recycled timber used for fences, wood stores, allotment terracing.

Water

- Rain water capture for toilet flushing.
- Rain water capture for allotment watering.
- Biological non-mains sewage system.
- Metered mains water.

Insulation

- Imaginative design added to 1883 building.
- Extra external and internal insulation.
- Sheep's wool insulation.
- Turf roofs.
- Two conservatories for heat capture.

Fair trade

- 100% fair trade tea and coffee.
- Other fair trade products used, where possible.

Environmental

- Glass, paper and plastic recycled.
- Environmentally friendly cleaning products used.
- Recycled toilet paper.
- Recycled printer paper.
- Engineering skills used to repair and recycle as needed.

Green Dragon Award

- "Everything that can be recycled is, and guests are encouraged to do the same. The result is that even when the accommodation is full (up to 16 people) only one 'wheelie' bin is used per week."
- "Solar panels have been fitted on the south facing gable end of the main building and on the garden room to ensure an efficient use of sunlight to heat water."
- "Guests can consider leaving their cars at home when visiting Bryn Ellyd as the owners have gone a long way to ensure they can have an enjoyable holiday either on foot or by bringing mountain bikes."
- "Welsh produced food is used wherever possible by the owners when catering for guests. Free range eggs and vegetables are supplied locally."

Document 6 cont.

- “The owners have been able to use their personal experience and former training to advantage in their ‘second careers’ of running a guest house. They are experienced in teaching those with special needs and are very happy to welcome such visitors, within the physical confines of the building.”

Environmentally friendly bedrooms

Here at Bryn Eltyd Eco Guest house we have six bedrooms, all 3 star rated with en suite shower rooms and supplied with fair trade tea and coffee making facilities.

All of our rooms meet our high standards for sustainability and comfort but we are particularly proud of our two double/twin, detached, turf-roofed rooms. The sheep wool insulation of The Hobbit and Twlc Mochyn provide a cosy sustainable environment, while local slate and wood exterior blend into the landscape.

The single Arenig Room has stunning views overlooking the lake and contains a four foot wide bed. A child’s dropdown bunk can also be provided upon request.

For similarly stunning views of the lake and surrounding environment we have the double Manod Mawr Room. With its super king size bed, (which can be made into twin beds if required) and a seating area that can be made into an additional single bed the Manod Mawr Room is ideal for families.

The Moelwyn Bach Room and the Wrysgan Room both provide a super king size bed which can be converted to twin beds as required.

In addition to all other facilities, the Wrysgan Room, The Hobbit and The Twlc Mochyn room have ground floor access, suitable for some levels of disability needs.

Other facilities and rooms

Bryn Eltyd also has:

- a drying room/sauna;
- wi-fi access;
- satellite TV room;
- two conservatories;
- two dining rooms;

- five secluded benches in an acre of alpine garden with duck pond and mountain stream overlooking the steam railway.

There is also a selection of DVDs, books and board games for the use of guests if you wish to relax indoors.

Prices

All prices are per person per night.

Low season

£30.00 Sunday – Thursday nights.

£35.00 Friday & Saturday nights, Bank Holidays, Christmas & New Year periods.

High season (late June until October)

£35.00 All nights.

Dogs: £4.00 per dog per night.

Single night surcharge: £10.00.

Single room supplement: £10.00.

Children 10 and under: Half price.

Babies: Free of charge and we can provide cots and/or highchairs if requested.

Additional information

Evening meal: £14.00.

Evening meals are 3 courses, with home grown produce and locally sourced products, where available. Please give 24 hours notice if you require an evening meal. Group catering is also available with notice.

Discounts are available for long stays.

One of the owners is also available as a qualified mountain leader, canoe and kayak coach, disability assistant, local heritage and tour guide. Prices available on request.

Bryn Eltyd
Tanygrisiau
Blaenau Ffestiniog
Gwynedd
Wales
LL41 3TW



'First Steps' in Sustainability



Visit Wales
Croeso Cymru

Sustainable tourism management – what does it involve?

Adopting a sustainable management approach makes good business sense. It can help your local environment and community, as well as improving the quality of service to your guests.

Visit Wales' commitment to sustainable tourism management and quality improvement

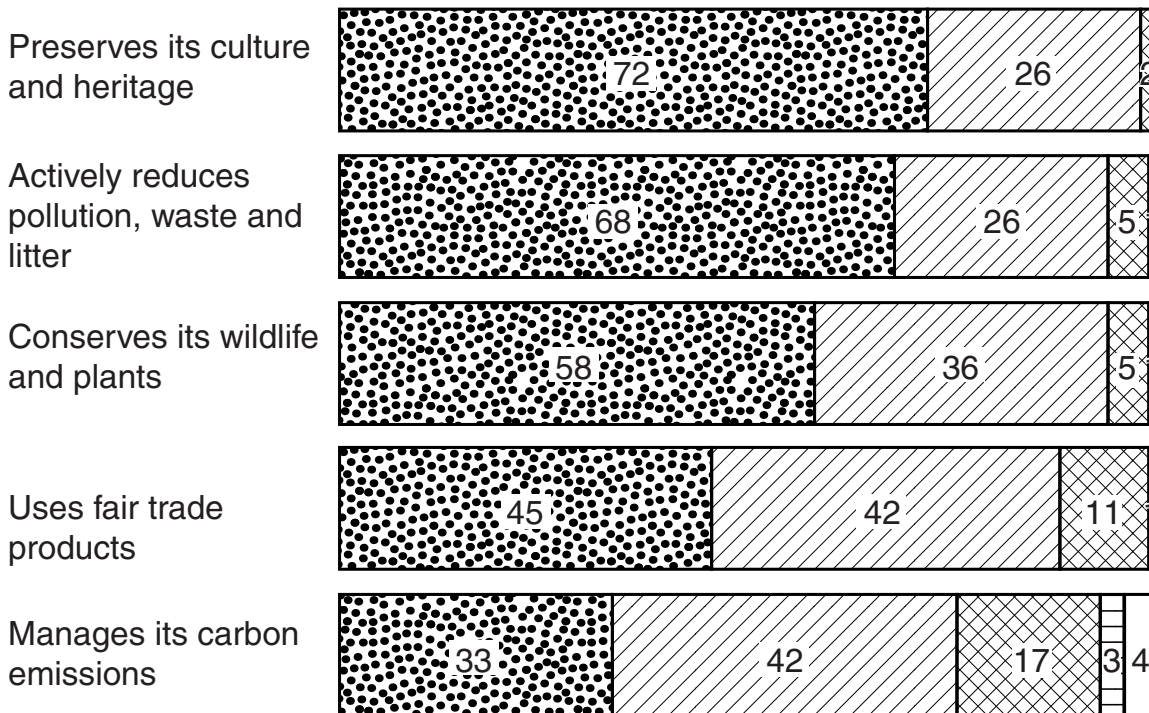
Visit Wales is committed to promoting the adoption of sustainable management principles among all tourism businesses operating within the Visit Wales Grading Scheme.

It is Visit Wales' aim to ensure that a sustainable approach is complementary to improving the overall quality of tourism in Wales.

We have designed this guidance to be used alongside the Guide to the Star Grading Scheme for Serviced Guest Accommodation – hence, Visit Wales has set out the issues and actions in the same order.

Growing environmental awareness among visitors

Importance of environmental factors to staying visitors in Wales %



Key:

- Very important
- Quite important
- Not very important
- Not at all important
- Don't know/Na

Note: Figures subject to rounding.

Document 7 cont.

Increasingly, visitors are looking for greener holiday options. Some of the questions they may ask of the accommodation they book are:

- does it have an environmental policy? Or, is it a member of a green tourism scheme?
- does it use local suppliers for its food, drink or other goods and services?
- are environmentally friendly cleaning products used?
- has it taken steps to reduce and monitor its energy and water use?
- does the website and promotional literature suggest alternatives to private car use?
- does the operator promote towel re-use, turning off electrical appliances in the bedrooms and turning down the heating?
- does the operator contribute to a local environmental or educational charity?
- does the operator promote a sense of place, e.g. promote the Welsh language, offer local food and display local arts and crafts.

Normally, a guest or potential guest would not articulate these questions out loud, but they may form a subconscious part of their filter process when deciding where they want to stay. In order to put your business ahead of the competition, you need to think about how your business delivers on these aspects of a high quality service. It all contributes to good repeat business in the long term.

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