

**Friday 18 January 2013 – Morning**

**AS GCE APPLIED TRAVEL AND TOURISM**

**G720/01/CS** Introducing Travel and Tourism

**CASE STUDY**

**Duration:** 2 hours



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

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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

### Cumbria Visitor Survey

This survey was conducted for Cumbria Tourism in March 2010

#### Profile of Visitors

<b>Visitor Type</b>	The majority of visitors were staying visitors within Cumbria, (72%) with 28% on a day visit.
<b>Age</b>	Cumbria continues to attract older than average visitors. 63% were aged 45 or older. Only 3% of visitors were from the 16–24 age group.
<b>Party size</b>	The mean average party size is 3.32 people per party.
<b>Party type</b>	57% of visitors were visiting with their partner or spouse. Those visiting with friends was 16% and those alone 7%. 38% of visitors were with family members.
<b>Origin of visitors</b>	93% were domestic (UK) visitors; only 7% were from overseas. Of those visitors from overseas locations, Europe (49%) was the highest region of origin.
<b>Mode of transport</b>	Car/van/motorbike/motor home (84%) was the most common mode of transport used to get to Cumbria. Train and aeroplane (4%) and coach tour and bus/coach service (3%) were other modes of transport. Those using aeroplane were mainly overseas visitors, with the most common airports used to fly into being London (40%) and Manchester (29%).
<b>Expenditure</b>	<p><b>Per party spend</b> Excluding accommodation, average expenditure per party per day was £52.18. Food and drink (excluding food and drink which is included in the price of accommodation) was the single most costly factor at £25.47. Travel in and around the area was the second highest at £12.31. Overseas visitors (£75.43) and first time visitors (£66.03) were the highest spending visitor types. Staying visitors (£47.68) and UK visitors (£50.52) were the lowest spenders.</p> <p><b>Per person spend</b> Overseas visitors (£29.42) were spending far more than their UK counterparts (£19.75) (excluding accommodation). The highest single outlay for Cumbria visitors was on food and drink (£9.52) with travel in and around the area the second highest at £5.00.</p>
<b>Source of information</b>	Previous experience is the most common source of information for Cumbria visitors (45%). 23% used the Internet and 14% used recommendations from friends and relatives. For overseas visitors, the Internet (37%) and guide books (24%) were important.

## Document 1 cont.

<b>Activity undertaken</b>	The average number of activities undertaken by visitors is 4.55.	
	<b>Activity</b>	<b>% undertaken/going to be undertaken</b>
	Visiting towns/villages	50
	Visiting the countryside	46
	Taking short walks	35
	Visiting restaurants and shopping	32
	Visiting pubs	31
	Taking long walks	29
	Visiting heritage attractions	28
	Overseas visitors (66%) were more likely to state visiting the countryside than UK visitors (45%). Overseas visitors (58%) were also more likely to visit heritage attractions than UK visitors (25%).	
<b>Length of stay</b>	The average length of stay was 5.56 nights. 38% of visitors were on a short break, with 62% staying for a long break.	
<b>Type of accommodation</b>	77% of visitors staying overnight in Cumbria stayed in paid accommodation, with the remaining 23% in free accommodation.	
	<b>Paid accommodation</b>	<b>%</b>
	Hotel	18
	Self-catering cottage/house	17
	B&B	12
	Static caravan	7
	Camping	7
	Other paid accommodation	16
	<b>Free accommodation</b>	
	Friends' and relatives' homes	11
	Free caravan	5
	Other free accommodation	7
<b>Choice of accommodation</b>	Location (72%), availability (53%) and facilities (51%) were seen as the most important factors to Cumbria visitors when choosing accommodation. Personal recommendation from friends or relatives (12%) and green/sustainable accreditation (9%) were seen as the least important factors.	
<b>Booking of accommodation</b>	Booking accommodation over the phone (51%) and via the Internet (29%) were the most common methods used by Cumbria visitors when booking accommodation. One in ten booked face-to-face on arrival.	
<b>Spend on accommodation</b>	<p>The overall average cost of paid accommodation per party per trip was £325.56.</p> <p>At the per person level, the average cost was £129.69 per trip.</p> <p>Overall, this equates to £28.06 per person, per night.</p> <p>Overseas visitors, on average, are spending more on accommodation than UK visitors. The average overall spend for a UK visitor was £321.92, compared to an overseas visitor of £360.84.</p>	

## Document 2

## Key to symbols

- Historic house
- Castle
- Other buildings
- Church, chapel
- Mill
- Archaeological site
- Industrial heritage
- Farm/farm animals
- Garden
- Park
- Countryside
- Coast
- Nature reserve
- Holiday accommodation
- Licensed for weddings
- Available for functions
- Public house
- Acquisition date

## Access Symbols

- Designated parking
- Drop-off point
- Transfer available
- Accessible WC
- Catering accessible
- Shop accessible
- Induction Loop
- Braille (guide or menu)
- Large print (guide or menu)
- Photograph album
- Virtual tour
- Seats/seating available
- Wheelchairs available
- Level access/terrain, paths
- Ramped access or slopes
- Steps/uneven terrain
- Lifts
- Powered mobility vehicle
- Accessible route and/or map available
- Stairclimber
- Stairlift

# Hill Top

Near Sawrey, Hawkshead, Ambleside, Cumbria LA22 0LF



Enjoy the tale of Beatrix Potter – Hill Top is a time-capsule of this amazing woman's life. Full of her favourite things, the house appears as if Beatrix had just stepped out for a walk. Every room contains a reference to a picture in a 'tale'. The lovely cottage garden is a haphazard mix of flowers, herbs, fruit and vegetables. Hill Top is a small house and a timed-ticket system is in operation to avoid overcrowding and to protect the interior. Hill Top can be very busy and visitors may sometimes have to wait to enter the house. **Note: tickets cannot be booked and early sell-outs are possible.**

- Exploring** – Don't miss the new children's garden trail (during holiday periods).
- See the sights which inspired Beatrix's tales and illustrations.
  - Experience her house, just as Beatrix would have done.
  - Enjoy a traditional English country garden, all year round.
  - Leave the car behind and use boat, bus and boot.

**Eating and shopping:** shop specialises in Beatrix Potter-related items. Drinks and treats available in the shop. Sawrey House Hotel and Tower Bank Arms serve meals and refreshments.

**You may also enjoy:** the Beatrix Potter Gallery, Townend and Wordsworth House.

**Making the most of your day:** leave the car behind and come to us by boat, boot or bike; include a visit to Hawkshead and the Beatrix Potter Gallery.

**Access for all:**

**Building** **Grounds**



Hill Top, Cumbria: Beatrix Potter's house

**Getting here:** 2 miles south of Hawkshead, in hamlet of Near Sawrey; 3 miles from Bowness via ferry. **Foot:** off-road path from ferry (2 miles), marked. **Bus:** Cross Lakes Experience from Bowness Pier 3 across Lake Windermere on to Stagecoach in Cumbria 525; also 505 from Windermere changing at Hawkshead (April–September only, plus weekends in October). Telephone 01539 445161 for complete ferry and bus timetable. **Train:** Windermere 4½ miles via vehicle ferry. **Road:** B5286 and B5285 from Ambleside (6 miles), B5285 from Coniston (7 miles). **Parking:** limited car parking.

**Finding out more:** 015394 36269 or hilltop@nationaltrust.org.uk

Hill Top		M	T	W	T	F	S	S
<b>House</b>								
13 Feb–26 Mar	11–3:30	M	T	W	T	·	S	S
27 Mar–21 May	10:30–4:30	M	T	W	T	·	S	S
22 May–3 Sep	10–4:30	M	T	W	T	·	S	S
4 Sep–31 Oct	10:30–4:30	M	T	W	T	·	S	S
<b>Shop and garden</b>								
13 Feb–26 Mar	10:45–4	M	T	W	T	F	S	S
27 Mar–21 May	10–5	M	T	W	T	F	S	S
22 May–3 Sep	9:45–5	M	T	W	T	F	S	S
4 Sep–31 Oct	10–5	M	T	W	T	F	S	S
1 Nov–24 Dec	10–4	M	T	W	T	F	S	S

Limited number of timed tickets available daily. Access to the garden and shop is free during opening hours.

# Carlisle Castle

Cumbria – CA3 8UR

A mighty presence in the city it has dominated for nine centuries, Carlisle Castle was a constantly updated working fortress until well within living memory. Now its rich and varied visitor attractions reflect its long and eventful history.



## Guide to symbols

	Audio tours (subject to availability). Included in the admission price. May not be available during events.
	Baby changing facilities
	Dogs allowed on leads
	Educational resources available
	Events (A charge may apply to some events).
	Exhibition
	Family learning resources available
	Film/TV location
	Gardens
	Guidebook available
	Hire of properties for corporate and private events. Properties showing this symbol are available to hire, and may be closed at certain times for private events. Please ring in advance to check.
	Holiday cottage available to let

	Licensed for civil ceremonies
	Local railway station
	Male / female toilet
	Museum
	No dogs allowed, except guide dogs
	OVP – admission free for Overseas Visitor Pass holders
	Park
	Parking
	Picnic area
	Restaurant
	Shop
	Suitable for disabled people
	Tearoom
	Properties with this symbol contain features which could be hazardous due to their historic nature. Please pay attention to safety notices on site.

Even before the medieval castle was begun, this site was an important Roman fortress. Today, the castle still plays a prominent role in Cumbria as one of its best loved landmarks.

The commanding keep, begun during the 12th century by King Henry I of England and completed by King David I of Scotland, is both the oldest part of the castle and a reminder that Carlisle was a disputed frontier fortress, long commanding the especially turbulent western end of the Anglo-Scottish border. The keep houses displays about the castle's history, from medieval assaults via the exploits of Elizabethan Border Reivers to the Civil War siege and Bonnie Prince Charlie's Jacobite Rising of 1745-6.

Carlisle was then the very last English fortress ever to suffer a siege: overwhelmed by Cumberland's Hanoverian army, its Jacobite garrison were imprisoned in the keep's dank basement, where visitors can see the legendary 'licking stones' which they supposedly licked for life-giving moisture.

Equally famous are the strange and fantastic carvings on the

keep's second floor, cut in about 1480. The Warden's Apartments in the castle's outer gatehouse have been furnished as they appeared at about this date.

By the time Mary Queen of Scots was imprisoned here in 1567-8, Henry VIII's updating for heavy artillery had left its mark on Carlisle, including the keep's rounded 'shot-deflecting' battlements and the Half Moon Battery defending the Captain's Tower gateway. The castle's military history did not end after the Jacobite Rising: fear of a radical revolution made it a permanently occupied garrison from the 1820s, when the barrack blocks lining the outer ward were begun. Indeed the castle remained the headquarters of the Border Regiment until 1959, and the 300-year history of this famous local infantry regiment is vividly told here in Cumbria's Military Museum (entry included in the castle admission charge, tel 01228 532774). Another feature well worth seeing is the Carlisle Roman Dig, a fully accessible exhibition displaying the finds from recent excavations.

[www.english-heritage.org.uk/carlislecastle](http://www.english-heritage.org.uk/carlislecastle)

### NON-MEMBERS

Adult	£4.80
Concession	£4.10
Child	£2.40

### OPENING TIMES

1 Apr–30 Sep, daily	9.30am–5pm
1 Oct–31 Mar, daily	10am–4pm
24–26 Dec and 1 Jan	Closed

### HOW TO FIND US

Direction:	In Carlisle city centre
Train:	Carlisle 1/2 mile
Bus:	From surrounding areas
Tel:	01228 591922

### Local Tourist Information:

01228 625600



Disabled access (limited)

Dogs on leads (restricted areas only)

Guided tours (available at peak times at a small extra charge; groups please pre-book)

Parking (disabled only, but signposted city centre car parks nearby)




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quality walking & cycling holidays :: uk

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## About Us

Mickledore Travel is based in Keswick at the heart of the English Lake District. We are specialists in walking and cycling holidays in the North of England and Scotland, and provide a friendly, professional and flexible service. Our aim is to make sure you have a holiday to remember. Our small size, local knowledge, and personal enthusiasm for the outdoors allow us to offer unrivalled attention to your individual requirements.

We have been providing holidays since 1997 and are proud of the fact that a high proportion of our bookings are from return clients and personal recommendations.

### Consumer Protection

Mickledore is fully compliant with EU and UK Package Travel Regulations. This means that your payments are fully protected as they are paid into a trust account and only transferred to Mickledore's business account once your holiday is complete. Therefore, in the very unlikely event of Mickledore going out of business, you will receive a full refund.

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## The North Lakes Traverse

This is one of our own routes, winding around the lakes of Ullswater, Thirlmere and Derwentwater, then climbing over the mountain passes that separate them. This route takes in the lake shores, fells and mountain passes of the Northern Lakes, stopping in some of the prettiest villages of Lakeland. On the way you will experience quiet woodlands, plunging waterfalls and spectacular views as you climb over the fells.

Wherever possible we have built in high and low level alternatives, so the route can be adapted to suit your ability, or the weather! This route is a fine introduction to the Northern Lakes, encompassing plenty of variety.

We have two different North Lakes Traverse routes

### The Whole North Lakes Traverse

#### Dockray to Keswick 70 miles/112 km

	Average Distance Per Day	Price per Person
5 days walking (6 nights)	10 miles – 16 km	£350 – £449

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## North Lakes Short Break

### Pooley Bridge to Borrowdale

	Average Distance Per Day	Price per Person
3 days walking (4 nights)	11 miles – 17 km	£247 – £306

## Document 4b

**What We Provide**

<b>Accommodation</b>	Overnight bed and breakfast accommodation in selected country house hotels, farmhouses, village inns, guest houses and family B&Bs. Full English or Continental breakfast.
<b>A Personal Briefing</b>	We will meet you before the start of your walk to talk through the route and answer any questions you may have.
<b>Route Description</b>	Detailing both the high and low level alternatives.
<b>Map</b>	Two Ordnance Survey Explorer maps (1:25000) with the North Lakes Traverse highlighted.
<b>Personal Itinerary</b>	A personal itinerary setting out each overnight stop, including large scale maps of, and directions to, each accommodation, to ensure you find it easily. We also provide recommendations of the best places to eat each evening.
<b>Transport Information</b>	Details of public transport and local taxi companies for the entire length of your walk.
<b>Other Useful Information</b>	Details of services to be found along the route. For example, cash points, banks, post offices, village shops, inns, cafes and telephones.
<b>Emergency Telephone Support</b>	If you get into difficulties during your holiday.
<b>15% Discount at Cotswold Outdoors</b>	We will issue you with a 15% Discount Card valid at all Cotswold Outdoor stores for the whole year on confirmation of your booking. There is a large Cotswold store in Keswick.
<b>Options</b>	
<b>Luggage Transport</b>	We will transfer your luggage between each overnight stop – if you leave your luggage at the accommodation when you set off in the morning, it will be moved on to your next accommodation. You only need to carry a small day sack with the clothes and provisions you require during the day's walk.
<b>Lifts</b>	If you are having your luggage transported by us, you can have a lift from one overnight stop to the next, should the weather be poor or your legs weary!
<b>Packed Lunches</b>	Provided for each day's walking and recommended on this holiday as there are few handy shops or cafes on the route.
<b>Off Road Parking</b>	If you are travelling by car we can usually arrange off road parking for the duration of your trip. (There may be a small charge for this.)
<b>Arrangement of Return Transport</b>	We can also arrange your transfer back to your car, (or advise you when public transport is a better option)!

## Document 5a

**SHEARINGS HOLIDAYS**  
TOUR • FLY • CRUISE • EXPLORE

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## About Us

### Complete Peace of Mind

In these uncertain times, it's more important than ever to travel with a company you know and trust. Book with Shearings and you can rest assured that your holiday will be protected by our membership of ABTA (Association of British Travel Agents), and also by our licence with ATOL (Air Travel Organisers' Licensing) if you're travelling by air.

With over 100 years' experience, we know what makes a great holiday. But don't just take our word for it... we were voted **Best Escorted Tours Operator** in the British Travel Awards in 2008 and 2009, **Best Coach Operator** in the 2010 Globe Travel Awards, and **Best Coach Operator for Groups: Large Fleet** in the Group Travel Awards in 2009 and 2010 – recognition that we really are the best in the business.

### Who We Are

Shearings Holidays is the UK's leading specialist tour operator for the mature traveller. We offer holidays throughout the UK, Europe and beyond by coach, air and rail, as well as sea and river cruises. The company enjoys unrivalled customer loyalty and an enviable reputation for quality and reliability.

Shearings Holidays is part of Shearings Group, which employs over 3,000 staff and comprises Shearings Holidays, National Holidays, Caledonian Travel, a chain of 50 holiday hotels under the Bay and Coast & Country brands, and eight Wallace Arnold Travel shops.

### Brochures

All of our brochures can be viewed online and saved as PDFs for you to print off at home. Or, if you prefer, simply enter your details and we'll pop them in the post.

- Follow Shearings Holidays on



to get exclusive holiday deals



Document 5b



KESWICK

5 days from  
**£304**



## Explore the Lake District

The captivating Lake District has charming scenery, breathtaking views and England's highest mountains and deepest lakes. Join us in Grange-over-Sands and enjoy the beauty of Lakeland.

*Included excursions*

**Full day:** Excursion over the Kirkstone Pass, the highest road pass in the Lake District, seeing idyllic Ullswater en route to Keswick, looking up to Skiddaw and Lonsdale Fell. We continue on to tranquil Grasmere, where the poet Wordsworth made his home.

**Half day:** Excursion to the Lakeland Motor Museum, formerly displayed at Halker Hall providing something of interest for everyone. We then continue on to Lake Windermere where we enjoy a relaxing cruise on the lake.

**You will be staying at the Cumbria Grand Hotel, Grange-over-Sands**

Set in an elevated position amid 20 acres of woodland and gardens, this hotel enjoys breathtaking views.

- Lifts to all floors • Lounges • Bar lounge with dance floor • Putting green and outdoor tennis court • Woodland trimtrail • Varied entertainment on most evenings, including music and dancing on some evenings

**Holiday highlights:**

- Discover the beauty of the Lake District
- Visit the Lakeland Motor Museum
- Explore pretty Grasmere & Keswick
- Enjoy a relaxing cruise on Lake Windermere

**Explore the Lake District 5 days by Coach**

Hol Code: **BNG0SS8**

Dep. Code: **B**

- 4 nights dinner, room & breakfast
- Departs: **Monday**

Date	Price	Date	Price
May 16	<b>£304</b>	Sep 26	<b>£334</b>
Jul 11	<b>£334</b>		
Single room supplement			£10



Lindeth Howe Hotel



Beatrix Potter World

5 days from  
**£334**



## Beatrix Potter's Lake District

The landscape of the Lake District was the inspiration for many of Beatrix Potter's popular stories. Her love of this beautiful area stemmed from childhood holidays and was eventually to become her final resting place.

*Included excursions*

**Full day:** We take a hop, skip & jump to the world of Beatrix Potter Attraction where you can experience all of her magical tales brought to life using sights, sounds and even smells. Then we continue to Bowness-on-Windermere to enjoy a lake cruise and afternoon tea at the Lindeth Howe Hotel.

**Full day:** This morning we take a trip on the Lakeside & Haverthwaite Railway before a scenic drive stopping at Coniston, Hawkshead & Ambleside.

**You will be staying at the Newby Bridge Hotel, Newby Bridge**

Directly overlooking Lake Windermere in five acres of lovely grounds, Newby Bridge Hotel is the perfect place to stay in the Lake District.

- Oak panelled restaurant
- The Huntsman's Inn traditional bar
- Extensive gardens with private jetty on Lake Windermere
- Leisure centre with indoor pool, spa pool, mini gym and steam room

**Holiday highlights:**

- Admire beautiful Lakeland scenery
- Visit the World of Beatrix Potter Attraction
- Enjoy afternoon tea at the Lindeth Howe Hotel
- Lake Windermere cruise & train journey

**Beatrix Potter's Lake District 5 days by Coach**

Hol Code: **BNNEBSA**

Dep. Code: **B**

- 4 nights dinner, room & breakfast
- Departs: **Monday**

Date	Price	Date	Price
Jun 6	<b>£334</b>	Jul 4	<b>£354</b>
Jun 20	<b>£344</b>	Oct 3	<b>£334</b>
Four Poster Bed supplement			£28
Sole occupancy supplement			£80

ENGLAND

Prices shown are per person based on two people sharing a standard room.

Call: **0843 309 00 10**, visit: **www.shearings.com** or see your **local travel agent**

## Document 6

# Public and private sector experts address key summit on the future of tourism in Cumbria

Leading figures from the tourism industry and Cumbria's public sector have addressed a major summit on the importance of the industry to the county's economic future.

The summit, organised by Cumbria Tourism, was designed to hear a range of views on the best way forward for the industry in the light of cuts which have seen the organisation's funding slashed.

Cumbria Tourism has lost over £1 million-a-year which it received from the North West Regional Development Agency to showcase the area in the UK and overseas.

More than 100 people from Cumbria's private sector tourism industry, as well as local councils, who attended the event at The Rheged Centre near Penrith, heard speakers emphasise the importance of concentrating on promoting the Lake District Cumbria brand, rather than promoting individual parts of the county.

Nigel Wilkinson, Managing Director of Windermere Lake Cruises, said: "Anything we do in isolation is far less effective than working together with others. Together we make up a fantastic visitor offer. We are not competing against each other; we are competing against other destinations.

"By working together and investing in joint campaigns we can do so much more. We need to grow the whole visitor economy and that means marketing out of the county," he said. "We all depend on growing the market. We have got to rally to this."

This opinion was echoed by Stephen Broughton, Managing Director of Lindeth Howe Country House Hotel and Mountain Goat Tours. He said: "We need to be the best destination in the UK and we need a united, not a fragmented, approach. I hope that as a county we unite under one tourism cause."

The summit was also addressed by Mike Wilkinson of the Lancashire and Blackpool Tourist Board who said that local authorities in Lancashire were assisting them with more than £400,000 a year to support tourism in the county. "The connection with the public sector is very important to us," he said.

However, public sector speakers from Cumbria at the summit said that constraints on their budgets made it difficult for them to invest more in the tourism sector.

Other issues raised at the summit included the possibility of introducing a tourist tax. Some people felt this could be a good way to raise additional money to invest in improving the public sector and in marketing. However, others warned that a tourism tax risked making Cumbria less competitive and would be an additional burden on already heavily taxed businesses.

Ian Stephens, the Managing Director of Cumbria Tourism said: "The tourism summit was a useful opportunity to bring people together to discuss the future of the sector in Cumbria. Tourism is the county's second biggest industry and we are facing some big challenges, which could have a significant effect on the Cumbrian economy.

"We had a very constructive discussion at the summit about some of the possible ways forward. I think we're all very clear that if tourism in Cumbria is going to remain competitive and maximise its contribution to the county's economy, we need to invest in our brand and the private and public sectors in the county need to work together."



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