

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 January 2006 OPEN ON RECEIPT

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

UK Domestic Coastal Tourism

The important contribution made by domestic tourism to the social and economic fabric of much of urban and rural Britain is better understood than in previous decades. Recent events, both domestic and international, have served to demonstrate to central government and to the UK public at large, the vital role tourism has to play in underpinning the social and economic structure of many of Britain's rural and urban communities. The fact that tourism is an important economic driver makes it all the more important that we now actively nurture its development, rather than simply let it evolve. UK domestic tourism not only helps provide employment for millions, it also gives hundreds of millions of us an easily accessible, affordable outlet for our leisure and holiday activities each year.

A series of international and domestic events, starting with 11 September 2001, have combined to show us just how susceptible tourism is to external influence. Terrorist threats and the impact of war have repeatedly affected international travel, both to and from the UK. Domestically, factors ranging from floods, through rail chaos, to Foot and Mouth have affected inbound tourism and domestic holiday taking. However, the combined events of 2001 onwards have been a wake-up call for government at all levels and for the tourism industry at large. Recognition of the intrinsic weakness of tourism is now being turned into a positive, with all the industry sectors and the government working more closely together to create a range of new external positive influences which will serve to generate more tourism business within the UK.

The figures for 2002 confirm the strength of the industry. The British took 101 million holidays in the UK, spending £17.0 billion. England accounted for 79.8 million of these holidays and £13.3 billion of the spend. In Wales, the equivalent figures were 8.8 million holidays and £1.2 billion spend. In Scotland, 12 million holidays generated £2.5 billion.

Within this socially and economically vital industry the biggest, and most often misunderstood, element is the coastal sector, including many of the larger 'traditional' seaside holidays, and £3.8 billion of the total spend. In Wales, the equivalent figures were 3.8 million holidays and £0.5 billion spend. In Scotland, 2 million holidays generated £0.36 billion. As a proportion of all holidays in England by the British, seaside holidays accounted for 26% of all holiday trips, 32% of all nights and 29% of all spend. In Wales, coastal holidays accounted for an even more impressive 43% of all holiday trips, 47% of all holiday nights and 43% of all spend. In Scotland, because of the different product, coastal holidays accounted for a smaller, but nevertheless important, 17% of all holiday trips, 20% of all holiday nights and 15% of all holiday expenditure.

In addition to the staying holidays, there are in excess of 240 million day visits made by the British to the British coast each year, generating a further £2 billion spend.

In March 2003 a record 332 UK rural and resort beaches were awarded the Seaside Awards by ENCAMS (formally The Tidy Britain Group) – 15 more than in 2002 and 150 more than in the mid 1990's. The Seaside Awards recognise clean beaches that provide proper safety and first aid, access for disabled visitors, clean and well-maintained facilities, dog control and free public information. In addition, there were 105 resort beaches awarded the European Blue Flag in June 2003, an increase of 22 on 2002.

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	Trips (mn)	Nights (mn)	£ Millions
Total Tourism	25.5	77.3	3,420
Holiday, pleasure/leisure	10.2	35.5	1,643
Holiday, visiting friends or relatives	4.7	13.5	450
All Holidays (1)	14.9	49.0	2,093
Other visits to friends or relatives (2)	7.0	17.9	511
All visits to friends and relatives	11.7	31.4	961
Attend conference	0.3	0.7	67
Attend exhibition/trade show/agricultural show	0.1	0.4	31
Conduct paid work/on business	2.8	6.9	662
All business travel (3)	3.3	8.0	759
Travel/transport employment (4)	0.1	0.2	11
Other/don't know (5)	0.3	2.2	46

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•	TOURISM SOUTH EAST - PURPOSE OF TRIP, BY LENGTH OF STAY, 2002													
	Total tourism	Holidays (1)	Hols 1-3	Hols 4-7	Hols 8+	Visits to friends and relatives (2)	Business/ work (3)	Travel/transport/ employment/ other/don't know (4)+(5)						
Trips (mn)	25.5	14.9	9.3	4.0	1.5	7.0	3.3	0.4						
Trips (%)	100	58	36	16	6	27	13	2						
Pounds (£M)	3,420	2,093	1,084	743	266	511	759	56						
Spend (%)	100	61	32	22	8	15	22	2						

note: total tourism = 1+2+3+4

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	TOURISM SOUTH EAST - AGE PROFILE OF VISITORS, 2002											
Total tourism 15-24 25-34 35-44 45-54 55-64												
Trips (mn)	25.5	3.7	5.0	5.3	4.2	3.1	4.2					
Trips (%)	100	15	20	21	16	12	16					

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	TOURISM SOUTH EAST - SOCIAL	PROFILE (OF VISITOF	RS, 2002	
	Total tourism	AB	C1	C2	DE
Trips (mn)	25.5	8.8	8.0	4.7	3.8
Trips (%)	100	35	31	18	15

note: all data relates to visits made by UK residents to Southern & South East England

source: United Kingdom Tourism Survey, UKTS 2002

note: totals may not add due to rounding

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MARGATE YOUTH HOSTEL

3 Star Youth Hostel

Prices From (Valid until: 28/02/2005) Adult: £11.80 Under 18: £8.50 Prices From (Valid until: 28/02/2006) Adult: £12.50 Under 18: £9.00

Facilities

Rooms: 2, 3, 4 and 5 bedded rooms and two 6 bedded rooms.

Meals Available: Self-catering only (meals available to pre-booked parties of 10+).

Other Facilities: Lounge, dining room, quiet room, self-catering kitchen, cycle store and limited laundry

facilities.

Under 3s Welcome: Yes

TV Lounge: Yes Cot Available: Yes Washing Machine: Yes Credit Cards: Yes

Quick Information

Bucket and spade holidays on sandy award winning beach opposite hostel. Address: 3-4 Royal Esplanade, Westbrook Bay, Margate, Kent CT9 5DL

Phone:

Within UK 0870 770 5956 Outside UK (+44) 1843 221616

Fax: (+44) 1843 221616 Email: margate@yha.org.uk

Opening information:

1 Sept 04 – 31 Dec 04 Available: Rent a Hostel

1 Jan 05 – 16 Apr 06 Flexible opening, please contact the Youth Hostel at least 48 hours ahead to check availability. Also available: Rent a Hostel

Open:

Reception Open: 08.00 - 10.00 hrs and 17.00 - 22.00 hrs

Hostel Closes: 23.00 hrs

Great for traditional family holidays by the sea.

Need to Know:

It's self-catering accommodation only.

Description:

Pack your bucket and spade because traditional seaside holidays don't get better than this. The hostel, converted from a hotel, is on the beachfront at Westbrook Bay, which boasts a gently shelving sandy beach. A five-minute stroll along the promenade takes you to Margate's main beach with its lively attractions and arcades. Be warned – with Dreamland Fun-Park and arcades galore, you'll have trouble dragging the kids away from their candyfloss.

How do you get to this Youth Hostel?

On foot follow promenade W from Main Sands to Westbrook Bay, then up steps. By road via main Canterbury road and R after Dog & Duck Pub, down Westbrook Gardens leading to Royal Esplanade.

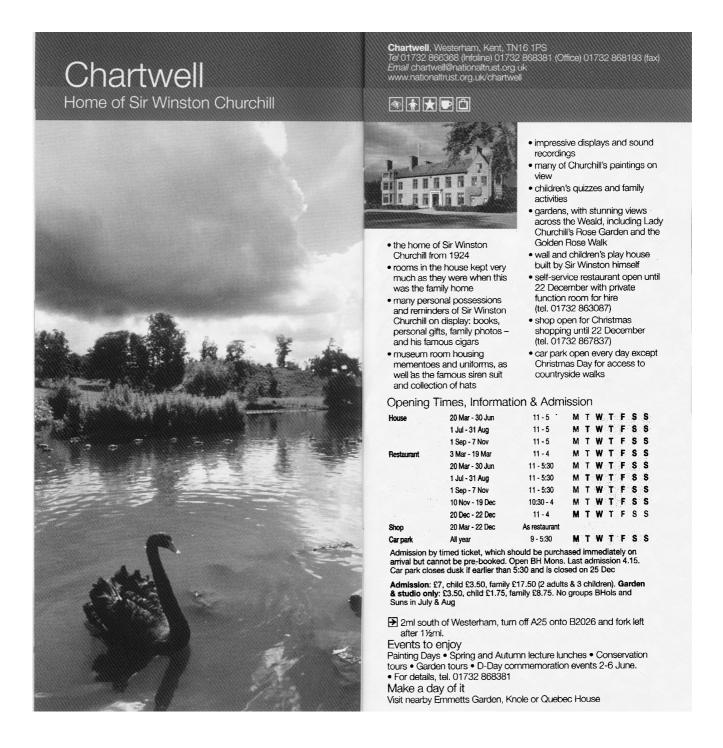
Bus Information: Frequent from surrounding areas.

Train Information: Margate 500 metres.

Ferry Information: 19m to Dover, 3m to London (Manston) Airport.

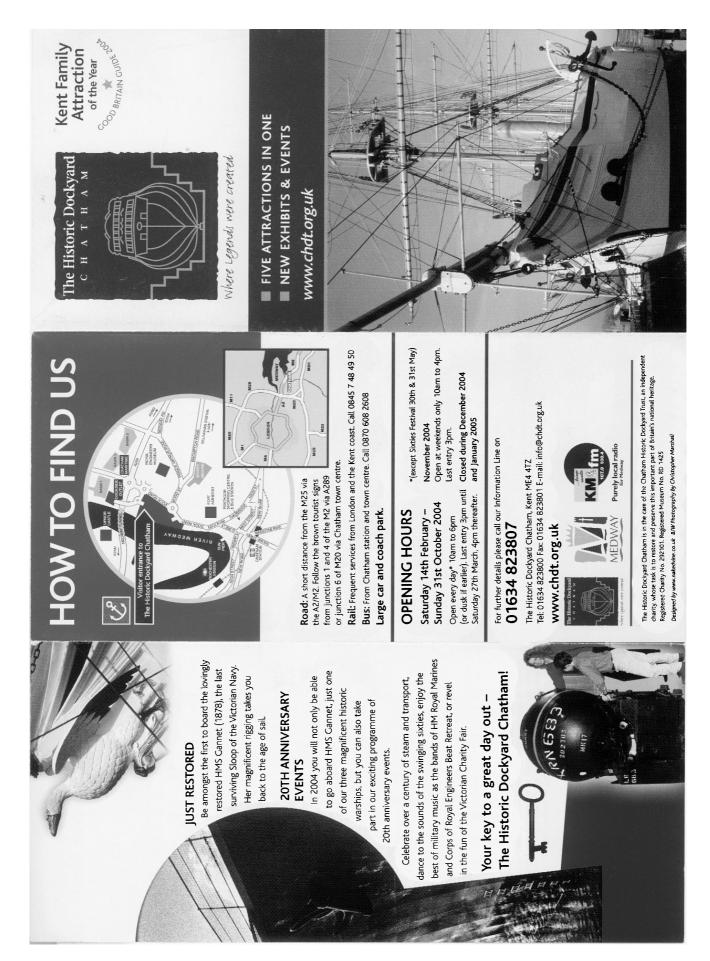
National Express: Clock Tower, Marine Parade 1/2m.

Tourist Office: 01843 220241



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Document 5a



JNLOCK THE SECRET..

sail to survive anywhere in the world. Tread the well-worn as you explore the most complete dockyard of the Age of Unlock the secret to over 400 years of maritime history cobbles and follow in the footsteps of Britain's

finest naval commanders.

For centuries the Dockyard walls kept many closely guarded secrets safe. Visit The Historic Dockyard Chatham today and see them revealed!

FIVE ATTRACTIONS IN ONE

Historic Dockyard's attractions will Set in a stunning 80-acre site The excite and entertain you -

the sights, sounds and smells of the dockyard three Historic Warships and absorbed by gripped by the stories of life aboard the Be amazed by the working Ropery, whatever your agel

Relive heroic rescues of RNLI crews in Lifeboat! Journey through 400 years of history in the inspiring Museum and

enjoy the grandeur of our architectural treasures. Unlock ALL the Dockyard's hidden secrets! of 1758 recreated in Wooden Walls.

OTHER ATTRACTIONS INCLUDE:

KINGSWEAR CASTLE (May to September at an additional cost). RIVER CRUISES ON THE PADDLE STEAMER

ARCHITECTURAL TREASURES - wonderful Georgian buildings, the Royal Dockyard Church, Victorian industrial masterpieces and the Commissioner's Garden.

THE RNXS STORY

KENT POLICE MUSEUM (variable opening times).

Restaurant, Jolly Jacks softplay teashop or picnic areas on the REFRESHMENT FACILITIES - licenced Wheelwrights' lawns and in the garden.

SCHOOLS' PROGRAMME

Please call our Education Department on 01634 823811 for dates World War II Days', 'Living Literacy' and 'Virtual Victorians' – days of taught sessions bringing to life key aspects of the curriculum. and further information on these days, other school visits and resource materials.

GROUP VISITS

Group Rates, Guided Tours, Lady Days and Special Itineraries are Department on 01634 823815, e-mail groupsales@chdt.org.uk available for groups of 20 or more. Please call our Group Sales or check the website for further details.



construits et entretenus pendant plus de 400 ans, de l'Armada e chantier naval historique de Chatham est le plus complet de tous les espagnole au conflit des Matouines Aujourd'hui, le chantier naval historique est un site protégé très animé de 20 hectares où proposées (de mai à septembre) ainsi que des aires de jeu pour les enfants en intérieur et en plein air, des activités interactives, un parcours historique, un restaurant et une guerre et 16 chaloupes de sauvetage historiques, une cordene en activité et le musée du chantier naval royal. Des promenades sur le fleuve en bateau a aubes sont également I'on vit et travaille dans un environnement historique unique en son genre. Ouver public, le site offre cinq attractions spectaculaires aux visiteurs dont trois navires boutique de cadeaux et souvenirs.



Access for Visitors with impaired mobility

surfaces do exist. Due to the nature of the construction of the historic warships with steep ladders and Normally there is a bus service between galleries and there is a special vehicle for the mobility impaired. This is an historic industrial site which is generally accessible but steps, slopes and unever hatches, access by those with mobility difficulties is not possible. Alternative virtual tours' are available Please telephone in advance. Guided tours can be arranged for the visually impaired. Detail on this lattife are correct at the time of printing. Some facilities may not be available at all times and we reserve the right to change the contract of the right of the correct galacter and structures, we applying the any incronvenient this may cause includes to 1644 6.2380? For further information or check our website at www.child.org.uk

TOURISM IN THANET

Thanet has been a traditional tourist destination for over 200 years. Whilst the popularity of seaside tourism may have declined since its heyday at the end of the 19th century, it still remains the single largest component of the domestic holiday market. Tourism expenditure directly supports 4,860 jobs, whilst a further 1,078 are supported through indirect expenditure.

A good tourist industry can also provide additional benefits to the district. A well received tourist 'experience' can improve the image of Thanet, which may encourage business to locate or families to move into the area.

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By 2020 Thanet's Council's vision is that facilities and attractions would have adapted to the tourist market and these would provide new leisure experiences compared to those that were provided 20 years earlier.

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The coast is also seen as a major asset, catering for all recreational requirements from bird watching to jet skiing. It is hoped that the integration of these diverse activities will be achieved through the promotion of the Coastal Park initiative. Many of these attractions should also help to lengthen the holiday period in Thanet and give the area an image boost. Figures from the South East England Tourist Board indicate that in the year 2000, in the region of 518,000 staying trips were undertaken by tourists in Thanet and that these visitors generated in the region of £85.56 million of direct tourist expenditure into the Districts' economy. Additional to staying visitors, it is estimated that the District received 2.60 million day-visitors who contributed a further £43.1 million to the local economy.

Source: British Resorts Association.

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Document 7b

beaches and bays

beaches and bays



Rural country bay Blue Flag Award Minnis Bay

lifeguards I bay inspector/information Blue Flag Award | first aid station | public house nearby I toilets I dog I café I sailing club I parking facilities I windsurfing area I chalets for hire I picnic area ban from May-Sept



St Mildred's Bay Popular family bay

toilets I café I lifeguards I bay inspector/information I parking I chalets for hire I tennis and putting nearby I toilets I dog restrictions apply

> chalets for hire I toilets I dog restrictions apply café l lifeguards l bay inspector/information l

Popular family bay West Bay



Westbrook Bay Seaside Award

area | first aid station nearby I toilets I dog deckchairs for hire designated water ski between 10am-6pm. children's play area ban June-August bowls and tennis bay inspector/ chalets for hire information |



deckchairs and sunloungers for

amusements I donkey rides I

hire I children's rides I

hire I shops and amusements

logo signposts I canoe/pedalo

inspector/information I animal

cafés | lifeguards | first aid

station I bay

Margate Main Sands

Town's main bay

nearby I toilets I dog ban May-

September

Walpole Bay Hodges Gap

café I lifeguards I parking I lift I jet ski hire I chalets for hire I Popular watersports bay putting and tennis nearby I toilets I dog ban May-September







■ villages

broadstairs

■ margate

lifeguards I café I public house nearby I toilets

Quiet and popular family bay

Botany Bay

ramsgate

www.tourism.thanet.gov.uk

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TOU	TOURISM SOUTH EAST - SEASONALITY OF TRIPS, BY QUARTER, 2002											
	Total trips	Jan-March	Apr-June	Jul-Sept	Oct-Dec							
Trips (mn)	25.5	5.1	6.9	7.1	6.4							
Trips (%)	100	20	27	28	25							

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TOURISM SOUTH EAST - MONTH OF TRIP, 2002													
	Total tourism trips	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Trips (mn)	25.5	1.6	1.5	2.0	2.3	2.7	2.0	2.2	3.1	1.8	2.1	1.6	2.6
Trips (%)	100	6	6	8	9	11	8	9	12	7	8	6	10

	All holidays 1-3 nights	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Trips (mn)	9.3	0.5	0.7	0.9	0.9	0.9	0.8	0.7	1.0	0.7	8.0	0.6	0.9
Trips (%)	100	5	8	10	10	10	9	8	11	8	9	6	10

	All holidays of 4+ nights	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Trips (mn)	5.5	0.1	0.1	0.5	0.4	0.7	0.5	0.8	0.9	0.4	0.5	0.2	0.6
Trips (%)	100	2	2	9	7	13	9	15	16	7	9	4	11

note: all data relates to visits made by UK residents to Southern & South East England source: United Kingdom Tourism Survey, UKTS 2002 note: totals may not add due to rounding

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Information is available through our

E-mail:tourism@thanet.gov.uk

+ 44 (0) 1843 583333 or + 44 (0) 1843 583334

Ring our call centre

www.tourism.thanet.gov.uk

Visitor Information Centres for the

taxi companies. Further information

attractions, restaurants and local

less mobile visitor including

can be obtained from the following

organisations locally.

electric wheelchairs - opening hours Telephone + 44 (0) 1843 230900

Can supply for hire manual and

U.K. MOBILITY SERVICES

Monday to Saturday 9am -5pm.

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centres in Thanet where are we?

12 - 13 The Parade, Margate

Margate Kent CT9 1EY (SEE MAP ON PAGE 7, REF B2)

6B High Street, Broadstairs Kent CT10 1LH

(SEE MAP ON PAGE 11, REF C2)

17 Albert Court, York Street,

Ramsgate

Ramsgate, Kent CT11 9DN (SEE MAP ON PAGE 13, REF. C3)

how can we help?

And how can we help you make





There are Visitor Information Centres in Margate, Broadstairs Our Visitor Information Centres are here to help so pop in and see us.

and Ramsgate offering you a wide range of services.

WHAT'S ON - Find out what's on at the theatres, cinemas, local events and festivals. GO ON TREAT YOURSELF - Buy those quality traditional souvenirs to nautical gifts that you souvenirs and gifts ranging from inexpensive won't be able to resist.

FOR THE ADVENTUROUS, you'll want to find out more on our cycle routes, footpaths, town trails and guided walks. **WHY NOT BOOK A DAY TRIP TO FRANCE**

**** YOU'LL NEED TO FIND YOUR WAY!** And of course the essential information for any visit, a local map, and information on the many attractions available to visit. See 'special offer' voucher at the back of brochure

www.tourism.thanet.gov.uk

formation streets why not call in system. Don't waste We have up-to-date do and can't So much to fit it all in? imodation at our fingertips using and we can do the our computer book earching for you. time walking the information on





■ broadstairs

margate

ramsgate

■ villages

Telephone + 44 (0) 1843 868018

Monday to Friday 9am - 4pm.

Telephone + 44 (0) 1843 592117

Hire out manual wheelchairs and zimmer frames - opening hours

AGE CONCERN (Broadstairs)

zimmer frames, and walking sticks

AGE CONCERN (Ramsgate)

Hire out manual wheelchairs,

- opening hours Monday to Friday

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