

**ADVANCED SUBSIDIARY GCE UNIT
APPLIED TRAVEL AND TOURISM**

G720/CS

Unit 1: Introducing Travel and Tourism

CASE STUDY

Pre-release case studies for examination January 2007

To be opened 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.

This document consists of **12** printed pages.

Document 1a



The Yorkshire Tourist Board (YTB) is the official tourist board for Yorkshire, North and North East Lincolnshire.

As one of the regional tourist boards in England, it is a partnership of private sector members, local authorities and Government (through VisitBritain).

The Board is involved in a wide range of activities including marketing, information services, research, training, development and business advice, accommodation inspection, industry representation and the preparation of local and regional strategies and policies.

The research team operates ongoing monthly industry surveys and as a result has established a wealth of trend data which is used in YTB's advisory work. The data in this leaflet is sourced from these surveys and the United Kingdom Tourist Survey which is produced by VisitBritain.

Yorkshire Tourist Board
312 Tadcaster Road, York YO24 1GS
Tel: 01904 707961
Fax: 01904 701414

www.yorkshirevisitor.com

www.yorkshiretouristboard.net

Published by the Yorkshire Tourist Board
November 2004

Yorkshire's Serviced Accommodation Occupancy

	2003 %
Room occupancy	55
Bed space occupancy	40
Overseas guests at serviced accommodation	5

Tourists' Spending Patterns 2003

Total spending in Yorkshire = £1,930 million

Category of Spending	UK Tourists 2003 %
Accommodation	26
Eating out	23
Shopping – clothes	10
Travel within UK	18
Services etc	2
Entertainment	8
Other shopping	6
Package holiday	3
Other	4
Spending per person	
Average spending per trip	£147
Average spending per night	£ 54

Please note: totals have been rounded.

Document 1b

Tourism Volume and Value 2003

	UK Residents			Overseas Residents			
	Trips mn	Nights mn	Spending £ mn	Trips mn	Nights mn	Spending £ mn	
Yorkshire	13.1	35.8	1,930	Yorkshire	0.92	6.5	284
North Yorkshire	4.9	15.7	834	North Yorkshire	0.35	1.9	98
West Yorkshire	3.6	9.8	532	West Yorkshire	0.32	2.5	101
South Yorkshire	2.6	5.0	319	South Yorkshire	0.18	1.4	58
East Yorkshire/N Lincs	2.0	5.2	245	East Yorkshire/N Lincs	0.02	0.2	8
				Hull	0.06	0.3	19

Origin of Tourists to Yorkshire 2003

	UK Residents Trips %	Overseas Residents Visits %
Yorkshire & Humber	31	USA 14
North West	13	Germany 10
South East	9	France 8
London	8	Australia 7
East Midlands	8	Spain 7
Eastern	7	Netherlands 5
West Midlands	7	Ireland 5
North East	6	Canada 4
South East	4	Norway 4
Other UK	7	Belgium 4
		Other 32

Accommodation Used in Yorkshire

	UK Residents (Trips 2003)	Overseas (Visits 2002)
Hotel/motel/guesthouse	28%	30%
Other paying guest	6%	12%
Rented house/flat/chalet	3%	1%
Towed caravan/camping	7%	2%
Home of friends/relatives	46%	42%
Other	9%	8%
Hostel/Group	1%	5%

Seasonality of Tourism in Yorkshire 2003

	UK Residents	Overseas Residents
Jan, Feb, Mar	23%	18%
Apr, May, Jun	25%	25%
Jul, Aug, Sept	26%	35%
Oct, Nov, Dec	25%	22%

Types of Tourism in Yorkshire

	England Residents		Overseas Residents	
	Trips	Spending	Visits	Spending
Leisure/ Holiday	56%	58%	31%	25%
VFR	27%	18%	38%	32%
Business	15%	23%	26%	29%
Other	2%	1%	5%	14%

Day Visits to Yorkshire

No of Trips	Spending
87 mn	£1,900 mn

Source: Leisure Day Visits Survey 2003/4. The survey measures trips by British residents of 3 hours or more but less than a day for leisure purposes and excludes trips made on a regular basis.

Major Yorkshire Visitor Attractions 2003

These results are based on attractions responding to the survey and agreeing to the publication of figures.

Charging admission

Flamingo Land Theme Park & Zoo	1,398,800*
Jorvik Viking Centre	435,353
Cannon Hall Open Farm	400,000*
Dalby Forest Drive	364,600
Harewood House	348,659
Fountains Abbey	317,018

*estimate

Free admission

Rother Valley Country Park	820,000*
National Railway Museum	746,055
National Museum of Photography, Film and Television	723,889
Newmillerdam Country Park	345,594*
Chevin Forest Park	250,000*
Leeds City Art Gallery	233,307

*estimate

Please note: totals have been rounded.

Document 2

BRADFORD

'From all directions roads drop down to the centre of the city, and here at the heart of the wool market is industrial scenery that may not attract but cannot fail to impress. A city born of the industrial revolution, from the flamboyant architecture of the Wool Exchange to the unplanned labyrinth of streets burrowing between tiers of terraced houses'.
(AA Illustrated Guide to Britain 1971)

5

This description remains accurate, with one exception – Bradford now clearly attracts different types of visitors.

Prior to the 1980s, few had ever linked Bradford with leisure tourism, although as a major city it inevitably saw a significant number of business travellers.

A 1980 investigation of Bradford's tourism potential found:

10

- There was a supply of 550 bed spaces in 3 and 4 star hotels and a similar supply of bed spaces in quality smaller hotels. Occupancy rates were highest from Monday to Thursday, with the hotels almost empty on Friday, Saturday and Sunday. As a result, city centre hotels offered very attractive weekend rates. These occupancy patterns tied up conveniently with a national growth in the short-stay holiday market.
- Bradford was not without its renowned attractions. The district included the village of Haworth (home of the Brontes); the nearby Keighley and Worth Valley Railway; a superb Victorian industrial heritage including Saltaire; the picturesque town of Ilkley (Roman settlement and spa town); and Esholt, the location of the popular soap 'Emmerdale'. These were established and unique selling points with which to lure the travel trade.

15

20

On this basis, a product was developed. Bradford could not compete directly with traditional and well-established destinations such as York or Harrogate, and the target market was most likely to be for short, themed weekend trips.

Bradford was launched as a leisure destination with two principal packages 'In the Steps of the Bronte's' and 'Industrial Heritage'. Both were based on distinctive elements of the district and aimed mainly at the adult rather than the family market.

25

The range of themed breaks expanded to include:

- Mill shopping
- TV Themes
- Bradford Entertains
- Psychic Sightseeing
- Flavour of Asia (experiencing local cultures, food, dress and lifestyles)
- Art Lovers' Bradford
- Photographic Weekends

30

The most popular periods proved to be between March and June and between September and November, reflecting the attractiveness of Bradford as a short-stay destination outside the peak season.

35

Total visitors are currently estimated to be 260,000, of which:

- Local visitors (from the immediate Bradford sub-region) 40% (104,000) 40
- Day trip visitors 55% (142,800)
- Overnight stays 5% (13,200)

Bradford's tourism and conference industry is worth more than £64 million annually, and the increase in visitation has undoubtedly increased employment.

Group description	Persons employed	
Restaurants, snack bars, cafes	1848	45
Public houses/bars	3719	
Night clubs/licensed clubs	1017	
Hotel trade	1133	
Other tourist/short-stay accommodation	6	
Libraries, museums, art galleries	346	50
Sport recreational services	2278	
Total	10347	

TOURISM RELATED EMPLOYMENT IN BRADFORD

The tourism infrastructure of the city has expanded, with numerous new attractions being established. 55

The National Museum of Photography, Film & Television (NMPFT) was born out of a partnership between the Science Museum and the City Council. The National Museum of Science and Industry was looking for somewhere outside London to locate the NMPFT. In the centre of Bradford a vacant theatre was available. The City Council put £1.8m into the building's conversion and refurbishment (of which £0.5m was EU funding) and the Science Museum took over all establishment and revenue costs. 60

Other attractions followed the establishment of the NMPFT. The renovation of the Alhambra at the heart of the city is now seen as one of Britain's best preserved Edwardian theatres. Other attractions followed, for example, the Colour Museum and the Industrial Museum. Salt Mill provides offices, shops and a diner; with the main attraction being the huge '1853 Art Gallery' displaying original works by David Hockney. Attempts were also made to generate tourism from existing city businesses, for example the 'Curry Trail' encourages visitors to sample some of the city's Asian restaurants. 65

Bradford itself benefits from good communication links, being directly served by the M606 (a spur of the M62), from which the M1 and M6 motorways are easily accessible. Two rail stations provide Intercity links throughout the UK, and connections by air can be found at Leeds/Bradford Airport which lies seven miles to the north, operating both domestic and international flights to destinations such as Heathrow, Edinburgh, Glasgow, Amsterdam, Brussels and Paris. Within Bradford itself modern transportation is supplemented by the use of the Leeds-Liverpool canal, popular with leisure boaters and which supports a Waterbus service. 75

In conclusion, the City Council had a strategy to:

- Change Bradford's image
- Assist existing firms
- Attract new firms
- Promote leisure and conference tourism.

80

The city has developed significantly as a tourism destination. There has been significant investment in new attractions and a willingness to invest in the accommodation sector.

The old image of the city – as old-fashioned, grimy, unpleasant, which was deterring the investment required – has changed. Tourism is a key element in image change through showing visitors what the city has to offer, and proving a means of positive promotion in the media.

85

As the innovator in promoting tourism to industrial cities, Bradford was rewarded by a great deal of media coverage. It is clear that one consequence was an increase in visitation to the city.

Document 3

Scarborough Castle

This cliff-top castle's history has been punctuated by conflict

The silhouette of Scarborough Castle's dramatic, 12th-century structure conceals over 2,500 years of turbulent history. There has been a stone castle in the town since about 1135, when William Le Gros, Earl of Albemarle, first decided to fortify this important headland.

Built in the early 13th century and later enhanced by King John and Henry III, the present keep has come to dominate the headland. Its northerly location has meant that Scarborough was on the front line against the Scots, coming under attack on numerous occasions.

Later, the strategic importance of Scarborough made it an obvious target throughout both World Wars. The Castle suffered from German naval bombardment in 1914 and during World War Two played a more covert role, playing host to a secret listening post. Specially constructed viewing platforms now offer visitors wonderful views of Yorkshire's coastline and the town itself.



And speaking of views, while you're here, why not enjoy a relaxing game of cricket being played on one of England's first ever cricket grounds?

Entry £3.20/£2.40/£1.60.

Family ticket £8




Tel 01723 372451

Access Castle Rd, E of town centre

Bus From surrounding areas

Train Scarborough 1 mile

P (street parking and town centre only – permits available at site)

  (and disabled)  (parking

at castle; please call in advance to

arrange)       

SCARBOROUGH CASTLE North Yorkshire

Open 1 Apr-30 Sep: 10am-6pm daily;
1 Oct-31 Mar: 10am-4pm
Thu-Mon;
Closed 24-26 Dec and
1 Jan

Map ref (p. 239, 2j) (OS Map 101;
ref TA 050892)

GUIDE TO SYMBOLS

PROPERTIES

-  Gardens
-  Park

FACILITIES


-  Parking
-  Shop
-  Tearooms or restaurant
-  Suitable for people with disabilities
-  Local railway station
-  Male/female toilets
-  Baby changing
-  Exhibition
-  Museum
-  Education resources

-  Guidebooks
-  No dogs
-  Dogs allowed on leads
-  Picnic area
-  Audio tours (included in the admission price)
-  Property used as a film or TV location
-  Available for hire
-  **EASTER 2005**
Sites open for Easter weekend from Thursday 24th March 2005. Please check times on our website or call customer services on 0870 333 1181.

PROPERTY OPENING TIMES

All information in this handbook is correct at the time of going to press, but it is possible that some opening times may change. We advise visiting www.english-heritage.org.uk or calling customer services before you visit. We regret that, at some of our properties, visitors cannot be admitted less than one hour before closing time. Please call in advance to confirm individual

policies. Where properties have a keykeeper, please contact them before setting off. And for those open at 'any reasonable time', please visit during daylight hours. This is for safety reasons and to avoid causing a disturbance.

Properties showing the  symbol may be closed at certain times for private events so please ring in advance. Some of our smaller manned properties may close from 1pm until 2pm.



THE NATIONAL TRUST

HANDBOOK

for members and visitors

March 2005 to February 2006

The National Trust is a registered charity
and is independent of government

	Historic house		Points to note		Refreshments
	Castle		Contact details		Suitable for picnics
	Other buildings		Admission details		Facilities for young families
	Church, chapel etc		Guided tours		Learning
	Mill		Events		Dogs welcome
	Archaeological site		Country walk		Cycling at the property
	Industrial heritage		Access for visitors with disabilities		How to reach the property
	Farm/farm animals		For visually impaired visitors		Railway station
	Garden		For hearing impaired visitors		Parking
	Park		Audio guide		Licensed for civil weddings
	Countryside		Shop		Available for functions
	Coast				Pub
	Nature reserve				Acquisition date

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 4

Old Coastguard Station, Robin Hood's Bay



Varied coastal area with natural history and industrial archaeology interest

The Old Coastguard Station in Robin Hood's Bay, an exciting exhibition and education centre, is run in partnership with the North York Moors National Park Authority. It shows how the elements have shaped this part of the coastline.

This is one of a group of coastal properties which extend for 40 miles from Saltburn in the north to Filey in the south, centred around Robin Hood's Bay. The Cleveland Way National Trail follows the clifftop and gives splendid views. A wide range of habitats – meadow, woodland, coastal heath and cliff grassland – provide sanctuary to many forms of wildlife, from orchids to nesting birds. The area is rich in industrial archaeology and the remains of the alum industry and jet and ironstone mining can be seen.

i T 01723 870423 (Office),
01947 885900 (Old Coastguard Station),
F 01723 870423
E yorkshirecoast@nationaltrust.org.uk

f Guided walks

w **Old Coastguard Station:** Steps to entrance. Ground floor fully accessible. Access to other floors via lift.

Opening arrangements:

Opening arrangements:						
Coastguard Stn	6 Mar - 30 May	10 - 5				S S
	31 May - 3 Oct	10 - 5	M	T	W	T F S S
	9 Oct - 31 Oct	10 - 5				S S
	6 Nov - 27 Feb	11 - 4				S S

Open BH Mons and Good Fri. Old Coastguard Station also open daily in local school holidays.

s Shop

m Suitable for school groups. Education room/centre. Hands-on activities

r [94: NZ980025] **Foot:** Cleveland Way passes through property. **Bus:** Scarborough & District 16 from Scarborough, Tues, Thur, Sat only: otherwise Arriva North East 93/A Scarborough-Whitby to within 3 miles. **Station:** Scarborough 10 miles. **Road:** Old Coastguard Station in Robin Hood's Bay.

P Parking (not NT) (pay & display), charge inc. NT members

National Trust properties nearby:

Bridestones, Nunnington Hall, Ormesby Hall, Rievaulx Terrace & Temples



Robin Hood's Bay, North Yorkshire

Document 5

LUXURY HOLIDAY HOMES AND FIRST RATE TOURING CARAVAN AND CAMPING FACILITIES

HOME FROM HOME

£ Latest prices

B Book online

The only problem with a day visit to **Flamingo Land Theme Park and Zoo** is that you simply cannot fit all the attractions into one day. No fear! You can stay at our very own en-suite Holiday Village. You can stay in one of our luxury six berth holiday homes or alternatively you can bring along your own tent or touring caravan.

We want your stay at **Flamingo Land** to be as enjoyable as we can possibly make it. That means, as well as offering lots of fun and entertainment in the park, we provide every possible comfort in your holiday home. (Please bring your own bed linen and towels.) After all, even at **Flamingo Land**, there are times when all you want to do is relax.



Click here for the [latest prices](#), or here to [book online](#).

Holiday Homes

You'll find our superb, modern and luxuriously appointed holiday homes have been carefully selected for their spaciousness.

Key features included in holiday home hire are:

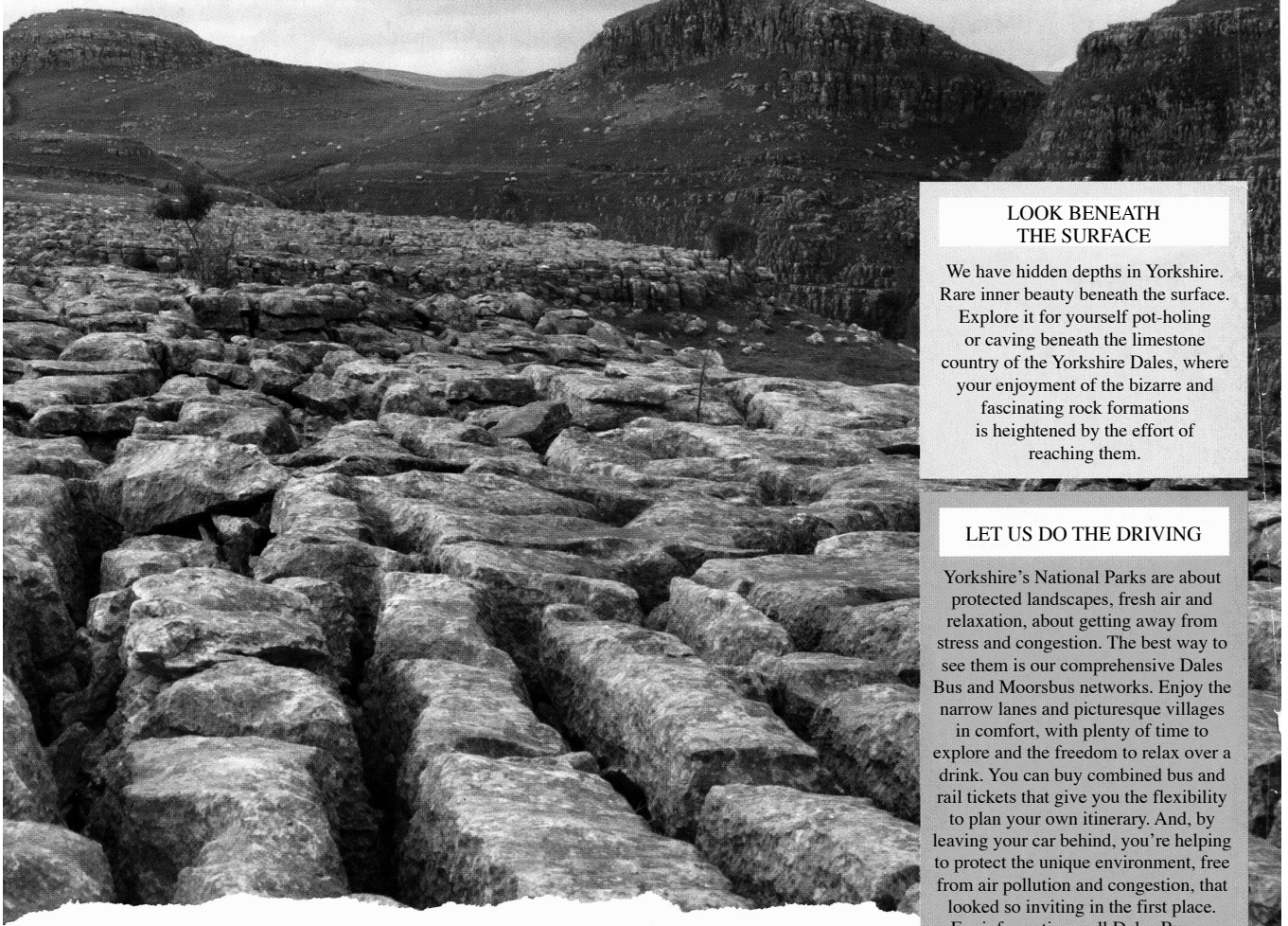
- Colour television
- Fully equipped kitchen
- Microwave
- Electricity and gas
- Vacuum cleaner
- Quilts and pillows (not linen and towels)
- Free entry into the theme park every day of your holiday
- Free entry into the evening entertainment complex
- Free entry into the pool and spa complex
- Use of the weights gymnasium (Admission to over 18s only in accordance with **British Amateur Weightlifting Association** regulations)
- Use of the tennis courts (rackets available for a small deposit)
- For all your provisions why not stop off at our well stocked supermarket and off licence



Touring & Caravaning

We have first rate facilities for touring caravans and tents. Most of our touring pitches are spacious, have a hard standing and are supplied with water and electricity. And of course, our camping and touring guests also enjoy unlimited access to the theme park and zoo, as well as the fantastic **Leisure Complex** and evening entertainment venues.

Document 6



LOOK BENEATH THE SURFACE

We have hidden depths in Yorkshire. Rare inner beauty beneath the surface.

Explore it for yourself pot-holing or caving beneath the limestone country of the Yorkshire Dales, where your enjoyment of the bizarre and fascinating rock formations is heightened by the effort of reaching them.

LET US DO THE DRIVING

Yorkshire's National Parks are about protected landscapes, fresh air and relaxation, about getting away from stress and congestion. The best way to see them is our comprehensive Dales Bus and Moorsbus networks. Enjoy the narrow lanes and picturesque villages in comfort, with plenty of time to explore and the freedom to relax over a drink. You can buy combined bus and rail tickets that give you the flexibility to plan your own itinerary. And, by leaving your car behind, you're helping to protect the unique environment, free from air pollution and congestion, that looked so inviting in the first place. For information, call Dales Bus on 01969 667 450 or Moorsbus on 08145 597 426. The benefits of the bus go round and round, round and round...



The great thing about the outdoors is that it's different every day. The same walk in a different season, or even just after a shower of rain, it's a new experience.

Yorkshire's exhilarating and diverse landscape provides an extraordinary degree of variety. Whether you want a gentle stroll to sharpen your appetite for lunch or a challenging ramble through the peaks of the Yorkshire Dales District, Yorkshire is a great place to enjoy some fresh air.

There are easy waymarked paths and guided walks that take you through pleasant nature trails and woodland, towns and villages. There are picturesque strolls like the path along the river and across the stepping stones to Bolton Abbey. But taking the easy route doesn't mean you have to miss out on dramatic scenery – there are coastal walks with spectacular bays and towering headlands, sandy beaches and rocky coves. And the walking festivals at Calderdale and Rotherham will introduce you to new countryside and new friends as well.

For the dedicated walker, Yorkshire's appeal grows with every visit. In addition to the pleasures of wandering free through ancient hilltops sculpted into wild, serrated crags, there is a choice of long-distance National Trails including the Cleveland Way through the North York Moors and the Pennine Way along England's great backbone. And you don't have to do the whole walk at once!

Walking, of course, is only one of Yorkshire's outdoor pleasures. The variety of activities designed to help you get the best from the stunning landscape is constantly growing. Take off in a hot-air balloon to see the fascinating terrain from on high, or laze your way through it by narrowboat. Ride through it on horseback or mountain bike. Whether you're sailing or surfing, diving or driving, you'll find your own view of Yorkshire.

GETTING OFF THE ROAD!

Yorkshire has a superb network of off-road cycle trails, such as the Moor to Sea Cycle Route, over 80 miles of forest track, disused railway and minor roads. And if off-road driving in a 4X4 is more your style, there's plenty of challenging terrain for that too. Ring us on 08706 090 000 and ask for the Outdoor Yorkshire Guide for full details.

ORDER YOUR OUTDOOR YORKSHIRE GUIDE

For more information on Outdoor Yorkshire, call now to order your free copy of the Outdoor Yorkshire guide by calling: 08706 090 000 or visit www.outdoor-yorkshire.com

Copyright Acknowledgements:

- Document 1 © Yorkshire Tourist Board. Reproduced by kind permission of The Yorkshire Tourist Board.
Document 2 © Rob Davidson and Robert Maitland, *Tourism Destinations*, pp. 190-207, Hodder and Stoughton, 2000.
Document 3 © English Heritage, *English Heritage Handbook*, p.3 and p.138, English Heritage.
Document 4 © The National Trust, *The National Trust Handbook*, p.325 and inside cover, The National Trust.
Document 5 www.flamingoland.co.uk, Flamingo Land Holiday Village. Reproduced by kind permission of Flamingo Land Holiday Village.
Document 6 © Yorkshire Tourist Board, *Yorkshire Guide 2005*, p.13, Yorkshire Tourist Board. Reproduced by kind permission of The Yorkshire Tourist Board.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.