

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

G720/CS

Unit 1: Introducing Travel and Tourism

CASE STUDY

Pre-release case study for examination June 2007

To be opened on receipt



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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 **11** printed pages and **1** blank page.

Document 1

The significance of the coach tour market for tourism in Scotland

Introduction

Coach tours are important to the travel and tourism industry in Scotland. Coach tour groups make a considerable impact on hotel occupancy levels at certain times of the year and on attendance levels at some of the attractions, distilleries and retail outlets around Scotland. 5

How coach tours are organised and sold

Destination management companies (DMCs) are also termed 'incoming tour operators'. DMCs service both the leisure and business markets, chiefly for overseas markets. Groups tend to average around 20–40 people. A few operators deal directly with the consumers whether as individuals or group leaders; but, in the main, they sell through travel agents, wholesalers and tour operators. Types of packages put together by DMCs include series tours which are repeated in all seasons and sometimes from year-to-year with small variations; special interest programmes based on the arts or famous gardens; and bespoke tours for social clubs, wedding guests, and business groups. 10 15

Coach tour operators

Coach tour operators may or may not own the coaches they use. Some of the big operators contract with coach owners who customise a fleet of coaches with the livery of the tour operator. Their tours may be sold both through travel agents and direct to the consumer.

The major operator offering Scottish tours to the UK domestic market is Shearings WA. It operates towards the lower end of the market, is independently owned and also owns some of the hotels used on tours. Trafalgar occupies the middle ground of the domestic and overseas markets. Some tour operators concentrate on particular overseas markets. The upmarket Prestige Tours specialises in tours for visitors from the USA and Cosmos specialises in tours for English-speaking foreign nationals from the USA, Canada, Australia, New Zealand and Hong Kong. 20 25

Independent ownership is perceived by UK consumers as a positive factor; in that, even at the lower end of the market, the independents are seen as being able to offer a more personalised service along with the comfort of familiarity, both qualities which engender loyalty. By contrast, there seems to be little loyalty felt by consumers towards major travel companies which own coach companies. 30

The markets

Coach tours make up 3% of all tourist trips to Scotland.

The domestic coach tour market in Scotland

- 80% of coach tours are made up of domestic visitors.
- 50% of the domestic market is resident in Scotland. 35
- In 2001 there were half a million trips averaging five days.
- The average spend per head is £262.
- Mainly budget end of the market, volume orientated and sometimes last minute booking.

The overseas coach tour market in Scotland

40

- 40% of the overseas market is German.
- 5% of the overseas market is American.
- The average spend per head is £300.

A profile of coach tourism in Scotland

Coach touring tends to appeal to older age groups, and the lowest cost holidays have the oldest age profile. One reason is the inclusivity of an all-in package, where everything is taken care of and consumers know exactly what their trip will cost them. This is an important factor for those on a restricted budget or a fixed income, as are most retired people. Social interaction is also important to the older age group, providing the opportunity to meet others. Single women make up a significant part of the older age group market, with a coach tour offering both company and security. A further factor influencing the choice of a coach holiday among the older age groups, especially the over 65s, is an increasing unwillingness to drive long distances, with a preference for sitting back and letting the coach take the strain. 45 50

The coach holiday market is somewhat static, having shown little growth in recent years despite an increase in its core market of the over 55s (a demographic group which is expected to grow by some 13% over 2001–2005) – meaning, in effect, that the coach tour market is declining in real terms. The increase in the availability of cheap air travel is likely to have contributed to this slowdown, giving people on restricted budgets the option of an alternative type of holiday at prices competitive with coach touring. 55

While coach tours bring significant business to some Edinburgh hotels and to those in other cities and large towns, certain areas of rural Scotland are very dependent on the coach market. In some small towns, for example Strathpeffer and Strathspey, many hotels cater almost exclusively for coach tours, relying heavily on good throughput in the main season to sustain the business for the rest of the year. While currently this is largely the domestic market, using 2 and 3 star town hotels and some smaller country house hotels, a few hoteliers are trying to diversify into the overseas market. The country house hotel can also attract the more upmarket, lower volume, overseas tours. 60 65

Impact of world events and uncertainties

The inbound coach tour market has been affected in a similar way to inbound markets in general. While recoveries have been made after both foot and mouth and the 11 September attacks, the war in Iraq made some markets very nervous once again, with operators noticing a slow down in bookings from the USA in particular. The domestic market is holding up well in comparison and is thought likely to increase slightly as more people decide to stay nearer to home in uncertain times. The coach market could stand to benefit from this trend as people accustomed to low cost holidays in the sun look around for equivalently cheap alternatives in Britain. It should be noted that while for the UK market, at least, the coach tour remains a fairly inexpensive option, the actual standards of the coaches themselves have improved greatly in recent years and the old image is changing. These improvements in style and comfort have also helped the middle-to-high end of the groups market to maintain its momentum in providing both series and bespoke tours for discerning travellers – especially those from overseas. 70 75 80

Source: Lynn Jones Research Ltd, www.visitscotland.com

Note: totals may not add up due to rounding

Document 2a

Tourism Expenditure by UK Residents in Scotland by Category, 2002		
	£ Millions	% of Total
Package Trip	170	5
Accommodation (non-package trip)	890	24
Travel	840	23
Services or advice	70	2
Buying clothes	340	9
Eating and drinking	790	21
Other shopping	220	6
Entertainment	260	7
Other	100	3
Total	3680	100

Source: United Kingdom Tourism Survey (UKTS)

Document 2b

Accommodation Used by UK Residents in Scotland, 2002		
	Trips %	Spending %
Hotel/Motel/Guesthouse	32	43
B&B/Farmhouse B&B	8	10
Rented House/Flat/Chalet	5	7
Hostel/University/School	1	1
Friends/Relatives Home	42	24
Second Home/Timeshare	2	4
Camping	2	1
Towed Caravan	1	1
Other	7	9

Source: United Kingdom Tourism Survey (UKTS)

Document 2c

Accommodation Used by Overseas Residents in Scotland, 2002		
	Visits %	Spending %
Hotels etc	39	43
Bed & Breakfast	15	12
Camping/Mobile Home	4	2
Hostel	8	6
Holiday Village/Centre	0	0
Rented House	4	7
Paying Guest	1	1
Free Guest	25	24
Own Home	2	4
Other	2	2

Source: International Passenger Survey (IPS)

Document 2d

Seasonality of Tourism in Scotland, 2002		
	UK Residents	Overseas Residents
	% of Trips	% of Visits
Jan, Feb, Mar	21	11
Apr, May, Jun	25	24
Jul, Aug, Sep	29	51
Oct, Nov, Dec	25	14

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

Document 2e

Transport Used by UK Residents to Travel to Scotland, 2002	
	% of Trips
Car	63
Train	11
Regular Bus/Coach	5
Organised Coach	3
Plane	12
Other	6

Source: United Kingdom Tourism Survey (UKTS)

Document 2f

How Overseas Residents visiting Scotland Arrived in the UK	
	% of Visits
Air	81
Sea	15
Tunnel	4

Source: International Passenger Survey (IPS)

Document 3

Hilton Dunkeld House Hotel & Country Club

DUNKEL, PERTHSHIRE PH8 OHX

T +44 (0)1350 727771 F +44 (0)1350 728924 www.hilton.co.uk/dunkeld



A world of outdoor pursuits in the most beautiful settings

Life in the country.

Graceful and luxurious, Hilton Dunkeld House is perfect for a weekend of outdoor pursuits and strolls in a beautiful Perthshire scenery. Built as a summer retreat by the 7th Duke of Atholl; this charming country house hotel is a treat at any time of the year. Enjoy trout and salmon fishing, clay pigeon shooting and 4X4 driving*. If you prefer, simply wander in the hotel's 280 acres of tranquil, beautiful grounds.

*book your events prior to arrival

At your service...

- swimming pool, sauna, spa and steam room.
- gym, hairdresser and health and beauty salon.
- tennis courts and croquet lawn.
- 96 bedrooms including 10 suites. Why not try the bothy room where the bed is a boat, or one of our recently refurbished deluxe rooms?
- Garden Bar and Restaurant serves elegant Scottish and international cuisine.
- traditional ceilidhs and dinner dances are held most weekends.



Duchess suite

Things to do...

Although you will find plenty to keep you occupied within the Hotel's own grounds, you really should not miss out on the glorious Perthshire scenery. The town of Dunkeld itself is particularly picturesque, full of interesting shops and beautiful buildings such as Dunkeld Cathedral. A short journey north lies Pitlochry, a fascinating town with attractions such as the famous Fish Ladder – where you will see salmon leaping upstream – and Edradour, the smallest distillery in Scotland.




Blair Castle


Carry on a little further and you will reach the stunning Blair Castle and the House of Bruar, Scotland's most prestigious country store. Take the scenic route West to visit Dewars World of Whisky in Aberfeldy. To the South of Dunkeld, on the banks of the Tay, is the fair city of Perth, Scotland's ancient capital. Given the wealth of things to see and do nearby, it's no wonder this area is known as the heart of Scotland.


- Please note, our restaurant is non-smoking and we ask guests to wear smart attire in the restaurant and bar after 6.30pm.



 LivingWell health club.

 Free/reduced admission to selected local attractions.

 Free car parking available.

 Evening entertainment often provided.

PRICES FROM
£158
DB&B

BOOK ONLINE AT HILTON.CO.UK

Per Room Per Night, based on 2 adults sharing	DB&B
1st April to 31st October	from £158
Credit card guarantee required at the time of booking. Cancellations must be made up to 48 hours prior to 4pm on day of arrival. Rate will vary depending on the number of persons occupying the room.	

CHILDREN'S RATES 1 April – 31 October. These rates are High Tea, Bed and Breakfast		
Under 2's – Free	2–4 Sharing – £10.00	5–15 Sharing – £25.00
Children in their OWN ROOM are charged at FULL ADULT RATE		

Document 4

The comfort and needs of our guests are personally supervised by the Mount Family, owners of the Hotel for over 20 years.

Panoramic views unrivalled by any other local hotel can be enjoyed from the lounge bar, reception area or from either of our two sun terraces, where you will be able to enjoy drinks or meals from our Bar.

In-house entertainment, showcasing Traditional Scottish Music is provided several nights weekly and can be enjoyed in the friendly atmosphere of our lounge bar, or listened to while relaxing with friends around our open log fire.

You will find our varied accommodation (family, twin, double or single bedded rooms) ideal for your requirements. All rooms have facilities for your comfort; central heating, en-suite, tea and coffee making, colour television and many have sea views.



From wherever your point of origin, a warm Highland Welcome is extended to all guests at Cruachan Hotel.

The Hotel is situated on the shores of Loch Limhe and is only 4 miles from Ben Nevis, the highest mountain in Britain. We are 200 metres from the centre of Fort William, close to shops, entertainment and all the local amenities.

The Hotel is recommended for its fresh food and our spacious restaurant and lounge bar serve a wide choice of breakfast and superb evening meals. Special diets present no problem with a little prior notification.

Cruachan Hotel is open all year round and is the ideal highland venue for private parties, wedding receptions, dinner dances and small conferences or meetings.

Coming from the south on the A82 into Fort William you will find us on the right hand side before the roundabout.

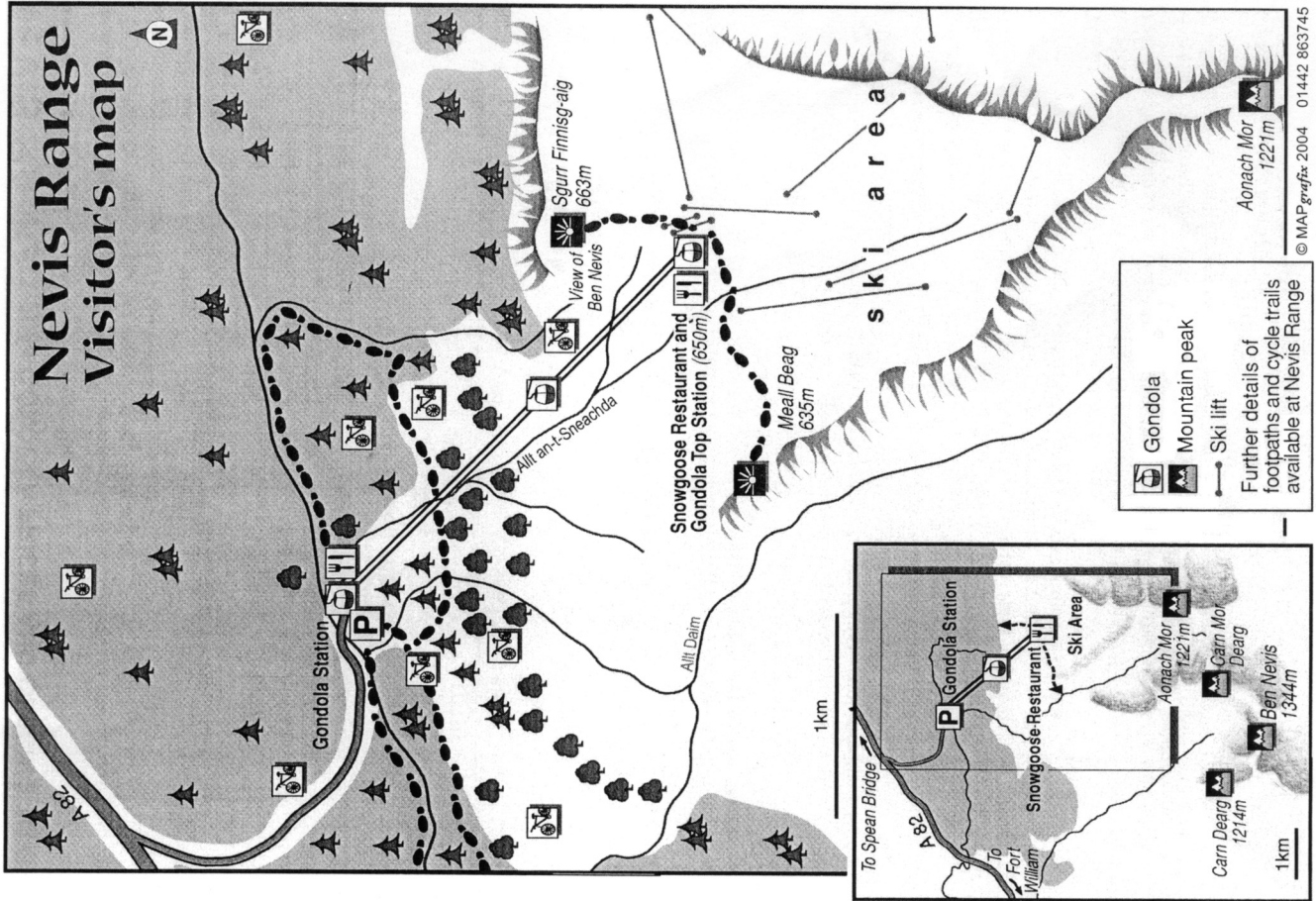
From the north go along the by-pass and head out of Fort William, we are on the left just after the roundabout.

Large car park at front of the hotel next to main road.

Cruachan Hotel

**Achintore Road
Fort William PH33 6RQ
Tel: (01397) 702022
Fax: (01397) 702239
www.cruachan-hotel.co.uk
E-mail: reservations@cruachan-hotel.co.uk**

Document 5a



NEVIS RANGE 2004 GONDOLA PRICES AND OPENING TIMES

OPENING TIMES: Daily, all year round, 10am-5pm.*
During July and August: 9.30am-6.00pm.* Extended hours on Thursdays and Fridays until 9pm for Ride & Dine Evenings in the Snowgoose Restaurant & Bar.
 (Booking not required, ask at Ticket Office for details.)

* Opening times are weather permitting.
 The gondola will be closed for annual maintenance from 15th November to 1st December inclusive.

Return Trip:

Adult	£ 7.75	Family (2 adults + 2 children)	£21.00
Child (5-17yrs)	£ 4.75	(2 adults + 3 children)	£22.00
Seniors	£ 7.00	(2 adults + 4 children)	£23.00
Under 5's	FREE	Dogs	FREE

Multiple Trips:

Adult day ticket	£ 9.50	Adult	£37.00
Child day ticket	£ 6.00	Child	£23.00
Adult 1 week	£17.50	Adult, resident in Lochaber	£29.00
Child 1 week	£10.00	Child, resident in Lochaber	£21.00

SUMMER ACTIVITIES

Mountain Discovery Centre
 At the Top Station, May - November. Free admission. Step inside for a closer look at life on Aonach Mor. Have the view explained and the wildlife uncovered.

Mountain Biking
 Over 60km of off road trails around Leannachan Forest: from single track cross-country routes, built for the Mountain Bike World Cup, to Trailquest tracks. Mountain bike hire at the Base Station from mid June to mid September. Trail maps available.

Downhill Mountain Bike Track
 Challenging World Cup Downhill Track with gondola access, only recommended for skilled riders.
 Open daily: 11am - 3pm, from mid May to mid September. (Excluding event/race dates).
 Single trip adult

£9.75	1 Day Multi trip adult	£17.50
£7.00	1 Day Multi trip youth	£13.00

HOW TO FIND US
 Nevis Range is situated on the mountain of Aonach Mor (1221m). Drive north from Fort William towards Inverness on the A82 following the brown tourist signs. After approximately 6 miles turn right onto the access road which leads into the Nevis Range car park. Public bus service operates from Fort William, contact Nevis Range for details.

NOTES
Disabled access: The gondolas are able to accommodate most wheelchairs (up to 60cm wide).
Dogs: Ride the gondola for FREE, but cannot be taken into the Snowgoose Restaurant & Bar.
 Please note all information believed to be correct at time of printing.
 The company reserves the right to alter prices and services at any time.

Nevis Range, Torlundy, Fort William
Inverness-shire, Scotland PH33 6SW
E-mail: info@nevisrange.co.uk
Tel: 01397 705825
Fax: 01397 705854
Website: www.nevisrange.co.uk



Mountain biking

Leanachan Forest offers cyclists of all abilities some of Britain's best terrain, from gentle family trails to international standard race routes.

Forest Trails

There are 25 miles of marked trails weaving around the lower slopes of Aonach Mor, graded from easy to expert. Stunning views of Britain's highest mountains appear around each corner. Families with young children often take advantage of this traffic free area, and make use of the handy picnic spots.

The gondola base station is a useful starting point for all routes. There is a free car park, a café and a bike wash. The trails vary from wide forest tracks to technical single track (some of which was purpose built for the 2003 World Cup cross-country event).

For a bike ride with a difference you can navigate your way around the Trailquest course working your way around each marker point gathering a stamp from each as you go.

If you need to hire a bike visit Off Beat Bikes at the base station, during July and August. Bikes with front or full suspension can also be hired for the downhill track.

“Get yourself there, and see what we're raving about”.

MB UK magazine

Downhill Track

Nevis Range is home to Britain's only World Class downhill track with gondola access. Specially adapted gondolas whisk cyclists and their bikes from the car park to 2150ft. Look out for the track and the brave riders beneath the gondola line. The fun starts at the top, where the 3km track descends 2000ft back to the car park.

The track is steep and fierce in places and only recommended for experienced cyclists. The world's top riders descend the course in around 4 minutes, with no rest or mercy for a drop in concentration! It is open daily from mid May until mid September. Look out for the major mountain bike events held at Nevis Range during the summer.

Let it slide!

Ski & Snowboard

Come back in winter and you are in for a pleasant surprise!

Nevis Range is home to Scotland's highest ski slopes, between December and April*. Situated beside Ben Nevis needless to say the pistes have a stunning backdrop! (**Snow permitting*)

The modern facilities at this well-designed ski area offer opportunities for all abilities and a great deal of fun in the snow for all, from gentle nursery slopes to the most challenging black runs and off piste. There are 12 lifts to access 35 runs. Nevis Range has doubled its area by extending into the Black Corries. Here an off piste expanse awaits all thrill seeking freeriders.

You will find everything you need on site, equipment hire including clothing, instruction, and a cr che, just bring your enthusiasm!

The Nevis Range Ski & Snowboard school has a team of friendly and motivated instructors, keen to give all standards of skiers and boarders the best learning experience possible. Great value packages include equipment hire, lift pass and instruction. You could also try snowboarding, telemarking or blading.

“Yesterday was so good we came again today!”.

Skier, March 2002

Snowboarding is the world's fastest growing winter sport! Nevis Range has become a popular destination with great terrain for riders.

The wide open runs are perfect for carving and cruising. While the Black Corries offer more extreme terrain with cornice and cliff drops. Freestylers test their skills in the new terrain parks, built in areas with best snow build up.

Sledge – While there is snow on the ground, bring a sledge or hire one from the top station and see how far you can slide!

Climb – Climbers also make use of the gondola ride to reach winter routes on Aonach Mor.

“Where else in Britain can you leave your car at 8am, get a ride up with your gear, finish your third route by 3pm and nip over the summit for a pint before leaving the hill?” Ed Grindley – Guide.



Document 5c

Ultimate Refreshment at 2150ft

Enjoying the fresh air can really work up an appetite. When you are ready for a break head for the Snowgoose Restaurant and Bar at the top gondola station. You will find home cooking, fresh baking and a selection of hot meals and snacks to tempt your taste buds, with plenty of liquid refreshment too.

The large self-service restaurant seats up to 200, with additional tables on the balcony for hot sunny days.

Warm up with a Capuccino and muffin, or a bowl of home made Scotch Broth. Refuel your system with a plate of lasagne and chips or prop up the bar and sample a local dram.

Ride & Dine Evenings

On particular evenings during July & August there are special tickets available which include the gondola ride and a main course evening meal in the restaurant. Enjoy a meal with a difference, while you watch the sun set.

Looking after our Mountain Environment

Much of Aonach Mor is designated as a Site of Special Scientific Interest, and it lies within the Ben Nevis and Glencoe National Scenic Area.

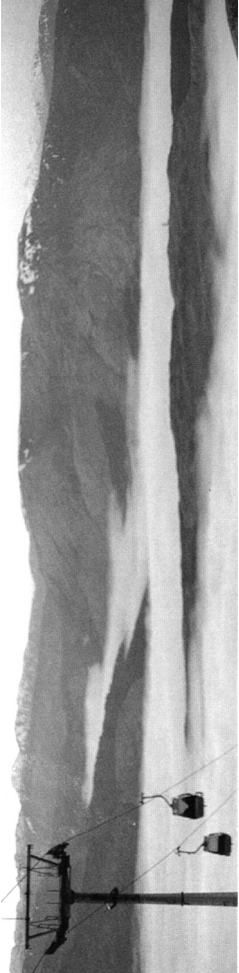
During the construction of Nevis Range in 1989, considerable effort was made to reduce impact on the hillside. Vehicles were not permitted on the mountain, so building supplies and the workforce had to be airlifted by helicopter.

Today Nevis Range continues to work with environmental groups to minimise its impact on the hillside, and has recently been awarded the Gold Green Tourism Award for its contributions.

NEW! Mountain Discovery Centre

Free admission. Summer only. Follow the signs at the Top Station.

Step inside for a closer look at the wildlife, landscape and mountain weather. Displays include: A larger than life – Ben Nevis! The Mountain view explained and even our friends the Scottish midgies make an appearance!



Welcome to Nevis Range

The mountain experience for all seasons! Nevis Range is an all year round attraction offering a unique mountain experience for people from all walks of life. It has become an award winning destination for visitors, skiers, snowboarders, mountain bikers, climbers, birdwatchers, paragliders and many more.

Operating Britain's only mountain gondola system, which carries visitors effortlessly to 2150ft on Aonach Mor, beside Ben Nevis.

Sightseers enjoy the scenic ride, absorbing the stunning views, and the clear mountain air, feeling fully refreshed on their safe journey back down.

As one visitor said:

“It's an uplifting experience that opens up the hills to everyone!”.

Frequent visitors often remark that each trip can be so different in the changing seasonal colours.

On the lower hillside there are 25 miles of forest tracks to explore on foot or bike. The gondola provides access to a thrilling descent of the downhill mountain bike track between mid-May and September.

During the winter months Aonach Mor's snow covered slopes come alive with skiers and snowboarders, whilst climbers make use of the ride to reach winter routes.

Mountain Gondola

The gondolas run every day (*weather permitting**), rotating on a continuous cycle, just simply turn up and jump on! The journey takes 15 minutes and is suitable for all age groups and most wheelchair users (the gondolas can be slowed down or stopped to help you on). Each gondola takes up to 6 people and dogs can ride too!

What's at the top?

Make sure you step off at the top station to get the most out of your visit. Take a stroll along one of the mountain trails to a panoramic viewpoint. Savour a bite to eat in the Snowgoose Restaurant and Bar or relax with a drink in the bar. Do not miss the Mountain Discovery Centre for a closer look at the local wildlife and landscape. Browse inside one of the gift shops and post your cards from Scotland's highest post box, which boasts a special stamp!

How does it work?

There are 80 closed cabins running on a continuous 4.6km steel cable weighing 40 tons. The cable and gondolas are supported between 18 pylons, 2 masts and 2 drive stations each anchored in 200 tons of concrete. There are specific ambulance, freight, and service gondolas. The carrying capacity of the system is 1500 persons per hour at any one time.

*(*Occasionally strong winds can affect operations, we recommend you telephone before starting out on a long journey.)*



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