

Tuesday 11 June 2013 – Morning

A2 GCE APPLIED TRAVEL AND TOURISM

G728/01/RB Tourism Development

RESOURCE BOOKLET

To be opened on the day of the examination

Duration: 2 hours



INFORMATION FOR CANDIDATES

- Use the case studies to answer the questions.
- This document consists of **8** pages. Any blank pages are indicated.

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THE ISLE OF MAN

Travel to the Isle of Man and its location



The Isle of Man is located in the middle of the Irish Sea, 83 miles from Liverpool and 90 miles from Belfast and it is approximately 221 miles square. Scenically, it has a little of everything which is attractive about the British Isles – a central mountain, Snaefell, surrounded by hills which lead down to 17 glens, fertile farmland and a varied coastline.

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Travel to and from the island is either by air or sea. A number of airlines serve the Isle of Man. The shortest flying time is from/to Dublin (30 minutes), with London the longest (60 minutes). Sea travel is by passenger/freight ships belonging to the Isle of Man Steam Packet Company.

Fig. 1a

Message from the Minister for Tourism and Leisure

The top priority will be to create a strategy for tourism in order to develop the long term visitor economy of the Isle of Man; this is to be called '2020 Vision'.

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The economic earnings from the accommodation sector increased by 70% in the last five years and it is important to build on this success by attracting more affluent, active, experience-seeking visitors to the island. The development strategy will have five key aspects:

- 1 securing and conserving a long term future for tourism
- 2 marketing and managing a top class visitor experience
- 3 becoming financially and economically prosperous
- 4 leading 'effective collaborative partnerships'
- 5 positioning tourism at the forefront of a competitive and sustainable Isle of Man economy.

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All partners and stakeholders will need to work together to ensure a prosperous future for the island and this will be done through a series of presentations, workshops and research projects to ensure that the success of the visitor economy is guaranteed.

Fig. 1b

Island's reputation will boost visitor economy

25 The Isle of Man was under the spotlight this year with a full programme of prestigious events which contributed to continued growth in the number of visitors to the island.

30 The centenary of the TT motorcycle mountain course in June produced its annual crop of thrills, while the celebration of TT history through the decades boosted the event's profile even further, as did the release of the TT3D film *Closer To The Edge*.

35 As well as many annual sporting and cultural events, the island took international centre stage as host of the 2011 Commonwealth Youth Games which drew the cream of young athletes from around the world.

40 "Reviews of the Games have successfully endorsed the island's reputation as a venue well-placed to host major international events," said Heather Smallwood, Head of Marketing for the Isle of Man Department of Economic Development.

45 Confidence in the visitor economy for the island remains high with continued investment in infrastructure and accommodation provision, including the Ramsey Park Hotel, set to open next autumn.

50 The island has also recently granted

provision for a second casino licence with a view to attracting inward investment in a top-class hotel, casino and leisure complex.

60 Ms Smallwood said the island's marketing plans included increased emphasis on the use of customer relationship marketing, internet and social media for targeting the niches which continue to perform well. These will complement more traditional methods including a refreshed visitor guide aimed at the consumer as well as a Groups Visitor Guide for the travel trade. The Taste Isle of Man quality assurance scheme continues to support consumers' eating out choices with an emphasis on local produce, while the Isle of Man's outdoors image is reinforced by endurance events such as the End to End Mountain Bike Challenge which attract visitors from off the island.



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SMALLWOOD: increasing emphasis on social media.

Fig. 1c

TT Motorbike races

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The Isle of Man's most famous annual event is the TT Motorbike races which have been held on the island since 1907. TT stands for 'Tourist Trophy' and for two weeks every June on the island's 37 mile circuit of public roads, thousands of competitors produce a blistering display of skill and speed. The course remains largely untouched since 1911 and the tight, twisty roads through the narrow villages, past their pubs, phone boxes and telegraph poles, and open spaces of the mountain, are the ultimate test of biking skill.

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The TT races are not just about the racing. Based on the figures from the 2010 Isle of Man Government Treasury Survey, the event attracted 37 700 visitors, an increase of 6700 (21.7%) over 2009, with air traffic up 12.6%, sea passengers up 6.7% and motorcyclists up 5.5%. The 2010 survey assessed that every visitor was worth an average of £620, making an overall contribution of £23 374 000 to the economy, an increase of £4 374 000 in comparison with 2009.

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There is a massive social festival too, with entertainment, club meets and a large programme of activities and events. These include the 'Paddock Walk-about' and 'the Ramsey Sprint', as well as aviation displays, ride-outs, rallies and off-road action. There are also a number of spectacular evening concerts.

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Thousands of fans flock to the island each year to enjoy the carnival atmosphere and high-speed action of the TT Races. No other motorsport event attracts as many people for an entire period of two weeks as the world famous TT Races.

Fig. 1d

MYANMAR

About Myanmar



Myanmar, (formerly Burma), is a wonderfully diverse country, rich in history and tradition which has been half-hidden from most of the world for decades. Years of self-imposed isolation, followed by a tourism boycott which was only lifted in late 2010, means that Myanmar offers the visitor a relatively untouched treasure trove of exotic and varied attractions. Deeply rooted in Buddhism, local culture has been largely influenced by neighbouring India and China, creating a unique blend compared with the rest of the region. The Myanmar people are friendly, open and welcoming and meeting them is a definite highlight. Myanmar offers a wealth of wonders which are not beset by hordes of tourists. Two of these, not to be missed, are Bagan and the Ayeyarwady River. Bagan's two thousand temples and pagodas make it one of the largest most important religious and archaeological sites in the world; whilst a cruise along the Ayeyarwady River is a traditional and fascinating way to enjoy this wonderful country.

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Fig. 2a

Myanmar bookings boom to continue into 2012

In 1995, the then Myanmar government closed the country's borders to foreign visitors. The government re-opened these borders in 2010 and this was welcomed by pressure groups including Burma Campaign UK and the Free Burma campaign. Bookings are surging for holidays, with UK operators adding more departures to the Far Eastern destination to meet demand.

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Aung San Suu Kyi, the pro-democracy leader, gave her blessing to the return of tourism to Myanmar in November 2010. The National League for Democracy (NLD) leader, U Win Tin, said "We want people to come to Myanmar, to help them understand the situation: political, economic, moral – everything."

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UK tour operators have begun selling the destination after opposition politicians said they now welcomed 'responsible tourism'. In 2011, Explore Holidays was one of the first operators to include Myanmar, having launched a 16-day tour.

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Other operators, including Cox and Kings and Travelsphere, have also seen strong demand for Myanmar since including the destination in their brochures, while Responsible Travel has featured Myanmar holidays on its website for the first time.

Fig. 2b

SUSTAINABLE TOURISM

The World Travel & Tourism Council

Every year the World Travel & Tourism Council (WTTC) recognises the very best in sustainable tourism – its 'Tourism for Tomorrow Awards' are one of the highest accolades in the global travel & tourism industry.

The winners and finalists of the Awards will:

- meet government and industry leaders at the Awards ceremony which take place at the WTTC's Global Summit
- receive outstanding international media exposure
- be endorsed by a panel of judges comprising internationally acclaimed experts in sustainable tourism
- be invited to submit case studies to be featured on the WTTC's website.

The 'Tourism for Tomorrow Awards' are organised by the World Travel & Tourism Council, with the support of its strategic partners, Travelport and The Travel Corporation Conservation Foundation. The Awards are also supported by a number of contributors and media partners. They are aimed at recognising best practice in sustainable tourism within the industry worldwide.

Given the growing concern about natural and cultural resources, these Awards are particularly important to the WTTC and provide the Council with the opportunity to promote and to partner with the industry leaders in sustainable tourism.

Fig. 3a

The International Ecotourism Society

According to **The International Ecotourism Society** (TIES) the sustainable tourism market could grow to 25% of the world's travel market within six years, taking the sector's annual value to US\$473.6 billion.

Studies on sustainable tourism have found that tourists are becoming increasingly aware of responsible tourism practices and demanding that destinations do not harm

or degrade, but enhance the environments in which they operate.

These studies revealed that 44% of US and European travellers would prefer a sustainable holiday experience, if given the option. The same percentage also said they have a better image of companies which actively invest in environmental and social initiatives.

Fig. 3b

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SUSTAINABLE TOURISM IN THE ALPINE PEARLS

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The 'Alpine Pearls' is a network of Alpine communities focusing on transport in tourism, which in collaboration with partners is developing tourism best practices in its member communities. By the end of 2010, the network consisted of 24 'Pearls', ie Alpine village communities stretching across six Alpine nations and thus making it the largest tourist co-operation in the Alps. With 10 million overnight stays within the 'Pearls', and an area which experiences severe traffic congestion due to holiday traffic, communities are eager to develop sustainable tourism with the focus on new traffic solutions which contribute to traffic relief.

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Operating as a non-profit membership organisation in Austria, the 'Alpine Pearls' has developed a list of requirements for its member communities including:

- improved transport within the region and in the 'Pearls'
- fun transport, such as the 'Alpine Flyer', an 800 metre zip line ride and the provision of the Swiss electric bike
- service quality, including visitor information
- networking and product packaging through cross-collaboration
- the promotion of Alpine folklore, culture and cuisine.

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The 'Alpine Pearls' not only have partnerships with each other, but also foster strong relationships with national and international partners, including German, Swiss and Austrian national train services; Friends of the Earth; the Alpine Convention; and industry partners such as tour operator, Ameropa. These partnerships are geared towards providing sustainable transport solutions as part of packaged holiday offers.

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Each Alpine Pearl member benefits from the pooling of marketing resources and co-ordinated media activities. Each member subscribes to the 'Alpine Pearls' 'Check List' for sustainable tourism. Transport initiatives such as the participation in the European Car-Free-Day have increased awareness of sustainable transport and climate protection in the Alps.

Fig. 3c

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