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Oxford Cambridge and RSA

Friday 5 June 2015 – 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



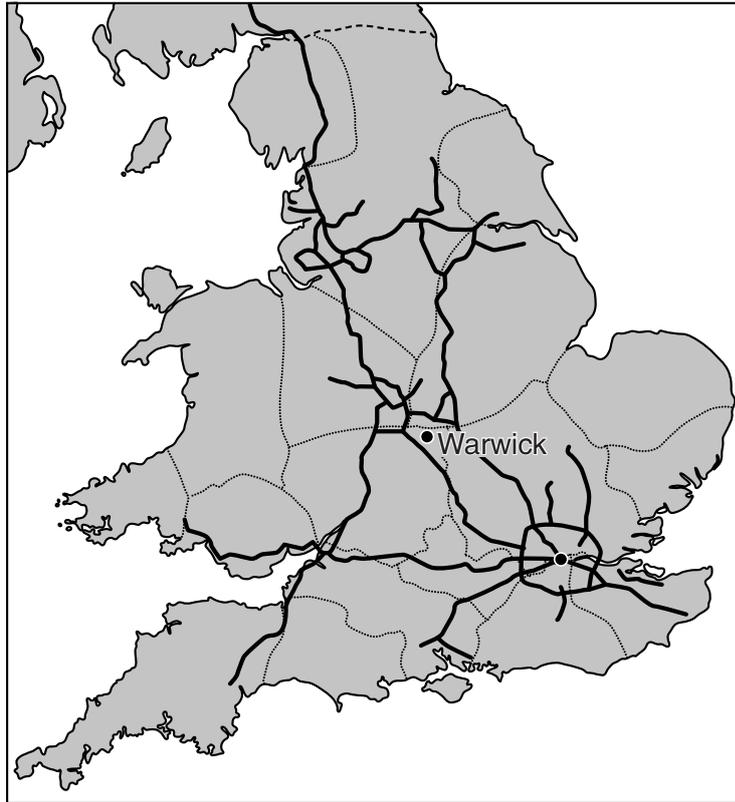
INFORMATION FOR CANDIDATES

- Use the case studies to answer the questions.
- This document consists of **12** pages. Any blank pages are indicated.

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Warwick



Warwick lies at the heart of Britain's motorway network, with easy access from London and Birmingham. This ancient town is nestled alongside the magnificent Warwick Castle, where you can step back in time for a big adventure and discover the area's rich history. Visitors can explore Warwick's countryside and the splendour of its unique, quaint market stalls and shops, fine dining and live entertainment.

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Warwick is a thriving destination. There are plenty of parks, open spaces, tree-lined river walks, playgrounds and recreational facilities. Warwick is a great place to spend time with the family. Hosting regular events and concerts, bands in the park, pantomimes, serious dramas, food and literary festivals. Visitors should pop into the local Tourist Information Centre for local knowledge on many activities available in the medieval atmosphere of a spectacular market town.

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Fig. 1a

Warwick Tourism

Tourism in Warwick is big business:

- 3.1m trips a year generate more than £220m and over 4,850 jobs
- strong appeal to key visitor markets in the UK and abroad
- attracts older people (over 45 years), relatively affluent visitors, families and adult couples 15
- a significant overseas market making up 13% of all trips, coming mainly from USA/ Australia/New Zealand, staying and touring locally, often as part of a bigger itinerary including London, Bath and Oxford
- among non-locals, Warwick has the third strongest destination brand awareness in the region (65%) after Stratford-upon-Avon (78%) and Birmingham (71%). Among attraction brands, after Shakespeare's Birthplace (73%), Warwick Castle has the strongest brand awareness (70%). 20

Fig. 1b

VisitEngland

The current Government policy is to harness the potential of tourism to grow the economy whilst VisitEngland has a stronger role to lead on national tourism. 25

VisitEngland's strategy is to grow tourism by 5% per year over the next 10 years.

Key action areas are:

- 'wise growth', marketing, accessibility, destination management, visitor welcome, research and intelligence, rural tourism, seaside resorts, modernising visitor information and business tourism 30
- stressing the importance of having a destination management plan.

VisitEngland has identified Warwick as a national 'Attract' brand. The 'Attract' brands is a list of England's best known destinations, based on objective research of visitor numbers and consumer perceptions. Warwick is one of 39 destinations which will be used by VisitEngland to sell England. 35

The Coventry and Warwickshire Local Enterprise Partnership (LEP) has recognised that tourism is a priority and Warwickshire County Council (WCC) and Warwick Town Council (WTC) are important tourism partners who currently allocate funding to promote tourism and the visitor economy within the region. The WTC has an important visitor information and promotional role for Warwick town and Warwick Castle. 40

The challenge for Warwick County Council is to respond proactively to the shifting policy and market context described, drawing on the lessons offered by national best practice. In view of the pressure on public sector resources, there is a particular emphasis on partnerships and new business models, with a view to maximising performance, quality and return on investment. Private/public partnership is essential to ensure that an objective, comprehensive and accurate marketing proposition is presented to potential visitors. There is a need to modify current brochures and websites to convey a positive message about what the region has to offer. 45

Fig. 1c

WARWICK CASTLE

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Welcome to Britain's ultimate Castle! At Warwick Castle we try to deliver the castle of your imagination. While we constantly work to keep experiences fresh, we are always grounded by history and legend. So what makes a brilliant day out?

Visit Warwick Castle and you will see great halls, beautiful landscapes, mournful dungeons and high towers – but you'll also see people having fun, laughing and being amazed. We have eleven hundred years of history, but also great battles, ancient myths, spellbinding tales, pampered princesses, heroic knights, Merlin's Dragon, and the dark Castle Dungeon.

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There is so much to see and do here that everyone is spread out. Of course there are busier places but the grounds are big enough that you can always find a quiet place to sit, or a space for the kids to run. Where there could be bottlenecks we've introduced simple timed tickets – so you can avoid waiting. This means that visitors to Merlin: The Dragon Tower, The Castle Dungeons or The Princess Tower can book their slot in advance and arrive ready to go in.

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Merlin Entertainments Group Ltd is a British operator of amusement parks and other attractions. It is the largest such company in Europe, and globally the second largest after Walt Disney Parks and Resorts. We aren't a charity, but we take our stewardship of this Scheduled Ancient Monument seriously. We've spent over £6,000,000 on restoring Warwick Castle over the past 10 years – without taking a penny in charity, lottery money or public grants. We're in the business of providing brilliant days out, but we're also in the business of restoration.

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Fig. 1d

ALASKA



Alaska's Tourism Industry

Tourism is an important part of Alaska's economy and enhances the quality of life for Alaskans. Visitor spending provides an immediate and substantial impact on jobs and families. The State of Alaska endeavours to increase visitor volume and local economic benefit by providing marketing, research, visitor information, business assistance, and training programmes to communities, businesses, agencies, and residents.

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Alaska is like no other place. It has more mountains, glaciers, and wildlife than just about anywhere else in the world. Alaska is a popular destination, and while the industry has seen a decrease in visitors in the past few years due to cruise ship redeployments, tourism businesses are hopeful new policy changes will reverse that decline and bring more people than ever back to Alaska.

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Fig. 2a

Facts & Economic Impact

- In 2010, 1.5 million people visited Alaska. This is a decline of 7% from 2009 and 11.8% from 2008, a peak year in Alaska tourism. The decline is attributed mostly to a change in the law in 2006, which imposed excessive taxes and environmental laws on the cruise industry. As a result, cruise lines began sending their ships elsewhere, causing a decline in the amount of cruise passengers coming to Alaska. In 2010, the State of Alaska reduced this tax, prompting some cruise lines to return in 2012. 15
- Of the 1.5 million visitors in 2010: 58% came by cruise, 37% came by air and 5% came by road or ferry. 20
- Tourism is the second largest private sector employer and accounts for one in eight Alaskan jobs. The most recent available data indicates that the tourism industry generates over 36,000 direct and indirect jobs, 8% of Alaska employment.
- One in three Alaska visitors is a repeat traveller to the state. Many of those who return are independent travellers who first came to Alaska on a cruise ship. 25
- Long before the 2006 change in the law, the cruise industry made great strides to develop responsible practices. Companies spent millions of dollars on ship upgrades to operate under standards more stringent than required by state and federal laws. The systems on board these ships are highly technical and more effective than Alaska's own land-based systems. The industry continues to research and develop innovations to minimise environmental impacts. These efforts include practices relating to air, water, solid waste, and more. To the cruise industry in Alaska, the oceans are their home and their livelihood. Ignoring impacts on the environment would result in cruise companies being unable to operate in Alaska. 30

Fig. 2b



The story of the provider of Alaska and Canada Small Group Holiday Company

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This company started in 1989 with a passion to get travellers off the beaten track, wanting travellers to become a part of a country – and not just tourists looking in. Fast forward two decades and they now travel to more than 110 countries and offer over 800 itineraries. However their philosophy on travel is unchanged. Their core purpose is to enrich people's lives by creating unique, interactive travel experiences. Providing fun, affordable and sustainable travel adventures; which are beneficial to local communities.

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How Alaska and Canada Small Group Holiday Company makes a difference

The Alaskan Adventure trip is carbon offset so you can be sure that all carbon emissions generated from travelling on this trip are offset by investments into sustainable projects around the world.

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This trip includes National Parks where our travellers have the opportunity to experience these wilderness areas and appreciate the delicate natural environments that make them highlights of any trip to Alaska. Where we include National Parks we provide written information for our travellers to read while in transit, to learn of the local flora, fauna and key issues that threaten the environment.

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Our trip starts with Denali National Park which goes to great lengths to protect its ecosystem and wildlife from human interference. During the summer months when visitors come, no cars are allowed inside the park. Tourists are asked to take the park shuttle and conduct themselves in an environmentally responsible way. Rafting, kayaking, dog-sledding, mountain biking and glacier hikes are all great environmentally friendly activities offered on this tour. In Valdez we hear about the effects of oil spills on the environment before crossing the amazing Prince William Sound by ferry. The stunning Kenai Peninsula offers guided naturalist and glacier hikes as well as whale watching. Beluga whales can commonly be seen on our way back to Anchorage.

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Community

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We travel in small groups of 13 people to minimise the effects that large groups have when visiting remote areas and small villages. It is easier to 'blend in' with a small group and it allows us to stay in smaller properties and eat in more local establishments – where a group of 40–50 would need to eat in more touristy places.

On this trip we have ample opportunities for activities guided and operated by small local businesses and Native American owned adventure outfitters. We get in touch with Alaskans and Yukon Canadians who can tell us about life in the last frontier and how people lived and worked during the gold rush times in Skagway and Haines. We can also learn about Native Americans and experience their culture and traditions.

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We have found that local operations are a superior way to ensure the quality and safety of our travellers. We also conduct reviews of our itineraries to ensure they include as many local interaction opportunities as possible, where our travellers can engage with the locals and learn their way of life and the local cultures of the places we visit. These experiences often make our trips unique.

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Fig. 2c

Egypt 2013



The Foreign and Commonwealth Office (FCO) advised against all travel to the area of North Sinai, Egypt, due to the significant increase in criminal activity and terrorist attacks on police and security forces that resulted in deaths in 2013. In view of the continued unrest and on-going evolving political situation in Egypt, the FCO also advised against all but essential travel to the rest of Egypt except for resorts on the Red Sea in South Sinai and those resorts on the Egyptian mainland in the Red Sea area.

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Around 8.1 million tourists visited Egypt in the first 9 months of 2012, injecting some \$10 billion into the economy. Approximately one million of these were British nationals. Most visits are trouble free as tourists consider Egypt to be one of the best beach tourism destinations worldwide.

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The Egyptian Tourism minister confirmed that beach tourism in the country has declined, while cultural tourism in Luxor and Aswan is suffering due to the negative impacts of political events.

Egyptian tourism is vital to the national economy, representing 11.3% of Egypt's gross domestic product and 17% of its foreign currency reserves, in addition to 12.6% of the total manpower of the state, with four million people directly employed in the industry.

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Fig. 3a

Travellers warned to heed Egypt travel advice

ABTA was closely monitoring the crisis in Egypt following continuing deadly violence across the country. Holidaymakers travelling to areas that the FCO advised against travel to, such as Cairo and Luxor, were advised to contact their travel company.

Holidaymakers to the Red Sea resorts, such as Sharm El Sheikh and Hurghada, were not affected by the change of advice and were able to continue their holidays as planned. 20

Operators and agents faced the prospect of disruption in the wake of revised FCO advice warning against all but essential travel to the country except for Red Sea resorts.

This prompted Discover Egypt – a leading provider of Nile cruises – to cancel holidays. A spokesperson from Egypt travel specialists Audley stated that the FCO advice would have a ‘significant impact’ on tourism in the country. “We hope, both for those in the tourism industry whose livelihoods will be directly affected and the people of Egypt generally, that the situation resolves itself quickly and the FCO lifts its ban”. 25

Thomson and First Choice cancelled all outbound flights to Luxor while Thomson Cruises amended its Egyptian itineraries to include stops in Crete and Haifa in Israel instead of Alexandria and Port Said in Egypt. 30

The Tui Travel operators stated that the majority of their customers were in Sharm El Sheikh, which had not been affected by the demonstrations.

Thomas Cook continued to operate flights and holiday programmes to Red Sea destinations. However, they cancelled excursions from the Red Sea resorts to Cairo, Luxor, Moses Mountain and St Catherine’s Monastery. 35

Fig. 3b

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