

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE
G720/01/CS
APPLIED TRAVEL AND TOURISM
Introducing Travel and Tourism
CASE STUDY**

**MONDAY 16 MAY 2016: Morning
DURATION: 2 hours
plus your additional time allowance
MODIFIED ENLARGED 24pt**

READ INSTRUCTIONS OVERLEAF

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DOCUMENT 1

ACHIEVEMENTS IN CHESTER

A new BRAND “Classical Contemporary City” for the City of Chester was created with a 30 second TV commercial to position the city as the perfect romantic weekend getaway.

ACCOMMODATION has seen significant growth – including the opening of the Abode in Chester, boutique hotels such as Edgar House and the relaunched Oddfellows.

EVENTS have seen significant economic impacts for the region. The Olympic torch relay brought over 16,000 spectators to the streets of Chester. Chester Rocks has now run for three years with audience figures of around 20,000. In Chester well established festivals – literature, music, outdoor theatre and the Mystery Plays were enjoyed.

BUSINESS TOURISM strengthened with the Mill Hotel upgrading its conference facilities (£4 million total investment). This investment has enabled Chester to expand its reach in the conference market. However there is still a significant opportunity for further growth. The City supports the development of a conference/convention events centre within the grounds of Chester Racecourse. An appropriate scale of venue could provide for 1,200 delegates, exhibitions and popular music.

RETAIL saw continued growth despite challenging economic conditions. The Chester City Centre One Plan is a 15 year master plan including commercial and tourism-related regeneration and renovation. This is expected to create over

1,000 jobs, adding £100 million in economic value in the first three years. This is a major initiative for Chester using the railway station as a gateway to the city.

CULTURE AND THE ARTS has included confirmation of a new £43 million theatre development in Chester set to open in 2017. The scheme will also take in adjacent buildings and will deliver an 800 seat theatre managed by a new business entity under the guidance of Cheshire West and Chester Council.

The Cathedral with its extensive property portfolio of buildings, surrounding grounds and gardens is of major importance to the success and revitalisation of the city centre. The CATHEDRAL QUARTER provides a much enhanced 'sense of place', building on its special character, heritage and the Cathedral's Christian foundation and ongoing Mission.

THE CASTLE COMPLEX is integral to strengthening this distinctive part of the city. The complex is recognised as one of great historic and architectural value and includes both remaining parts of the medieval castle and later internationally renowned buildings and structures. Considered as a whole, opportunities for an exciting heritage visitor attraction and complementary commercial activities will be supported. This will maximise the full potential of this unique, historic setting. English Heritage, the owner, is looking at options for the site.

The enhancements of the **RIVER DEE WATERFRONT** will improve the quality of the public area. A potential scheme exists at the weir on the River Dee to re-install a hydro-electric generating system. An initial feasibility study concluded that reusing the existing pumping station can deliver renewable energy of a considerable quantity. The building itself can once more become a place to visit for both education and tourism.

THE CHALLENGES AND OPPORTUNITIES FOR CHESTER

Looking to the future, Chester faces a number of challenges if it wants to stimulate and continue to grow its visitor economy, and build on its strengths and opportunities. The challenges are:

to adapt to changing market needs and aspirations. Tourism is market-led; we need to ensure we provide the type and quality of experience (environment, facilities and service) in order to avoid losing out to competing destinations

to recognise that over the past few years, city break tourism has grown

to ensure connectivity of infrastructure. Developments would enable passengers flying into John Lennon Airport, Liverpool, to connect directly with Chester by train

to continuously invest in and upgrade the product and infrastructure

to offer a range of quality experiences to delight, excite and enthuse visitors throughout the year

to create a quality destination that is distinctive and authentic, indeed in many respects, premium

to get all stakeholders – public, private and community – to collaborate and coordinate to overcome challenges

to meet the challenges whilst facing constraints on public and private sector resources

to champion business tourism – business people want to meet in Cheshire. Its central location and excellent hotels and venues are very alluring. A business trip is often the first step to an investment decision

to champion product developments in the leisure sector including those at Chester Racecourse and Chester Zoo

to understand and develop the relationship between culture and the visitor economy and work to link the two.

DOCUMENT 2

Fig. 1 – Tourism in Cheshire West and Chester

ECONOMIC IMPACT of tourism in 2012 was £1.45 billion, a 6% increase on the previous year (£1.37 billion).

One third (£454.5 million) was spent in 2012 on shopping, and one sixth (£236 million) was spent on food and drink. This shows an increase in both areas of 6% compared to 2011.

EMPLOYMENT stood at 20,038 jobs in 2012, a 6% increase on 2011, with direct employment reaching 15,665.

Increases in employment were shown in shopping, food and drink and recreation, with growth of 7%.

DAY VISITORS £1.2 billion was spent by 26.87 million day visitors in 2012; this shows a 6% increase on the previous year.

ALL VISITORS Tourist days stood at 30.1 million and tourist numbers reached 28.3 million, a 6% increase in both areas.

ACCOMMODATION In 2012 £84.11 million was spent on accommodation, an increase of 4% since 2011 (£80.61 million).

In terms of economic impact, serviced accommodation showed an expenditure of £188,245, an 8% increase on £174,917 in 2011.

Non-serviced accommodation increased 25% from £23,576 in 2011, to £29,405 in 2012.

Employment: serviced accommodation – 2,366 jobs in total increased 3% from 2,303 in 2011. Non-serviced accommodation – 510 jobs in total, increased by 9%.

Fig. 2 – Economic Impact of Tourism: £millions (2008–2012)

- Cheshire and Warrington
- x•x•x• Cheshire East
- Cheshire West and Chester
- Warrington

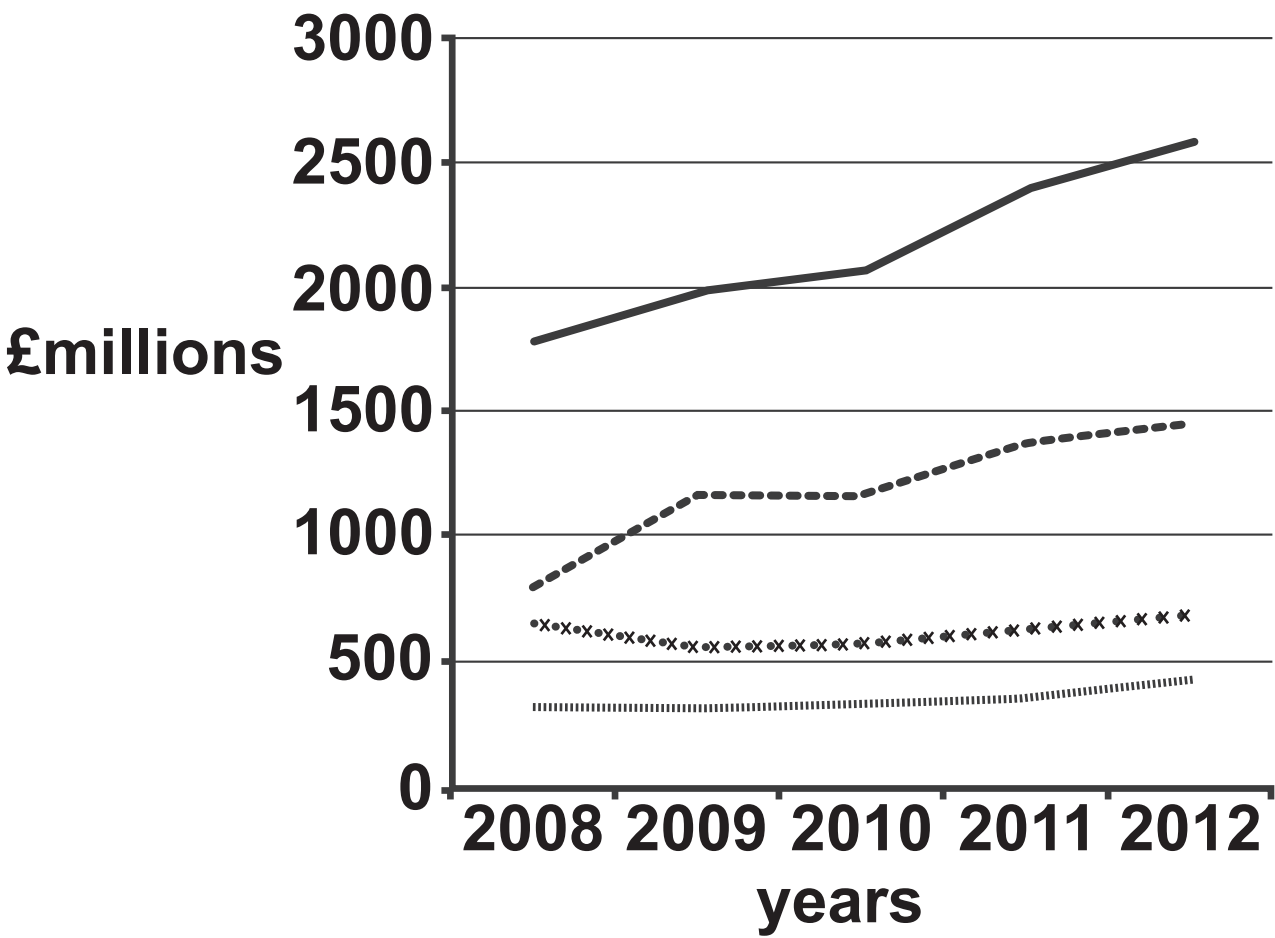


Fig. 3 – Direct Employment (2008–2012)

- Cheshire and Warrington
- x•x•x• Cheshire East
- Cheshire West and Chester
- Warrington

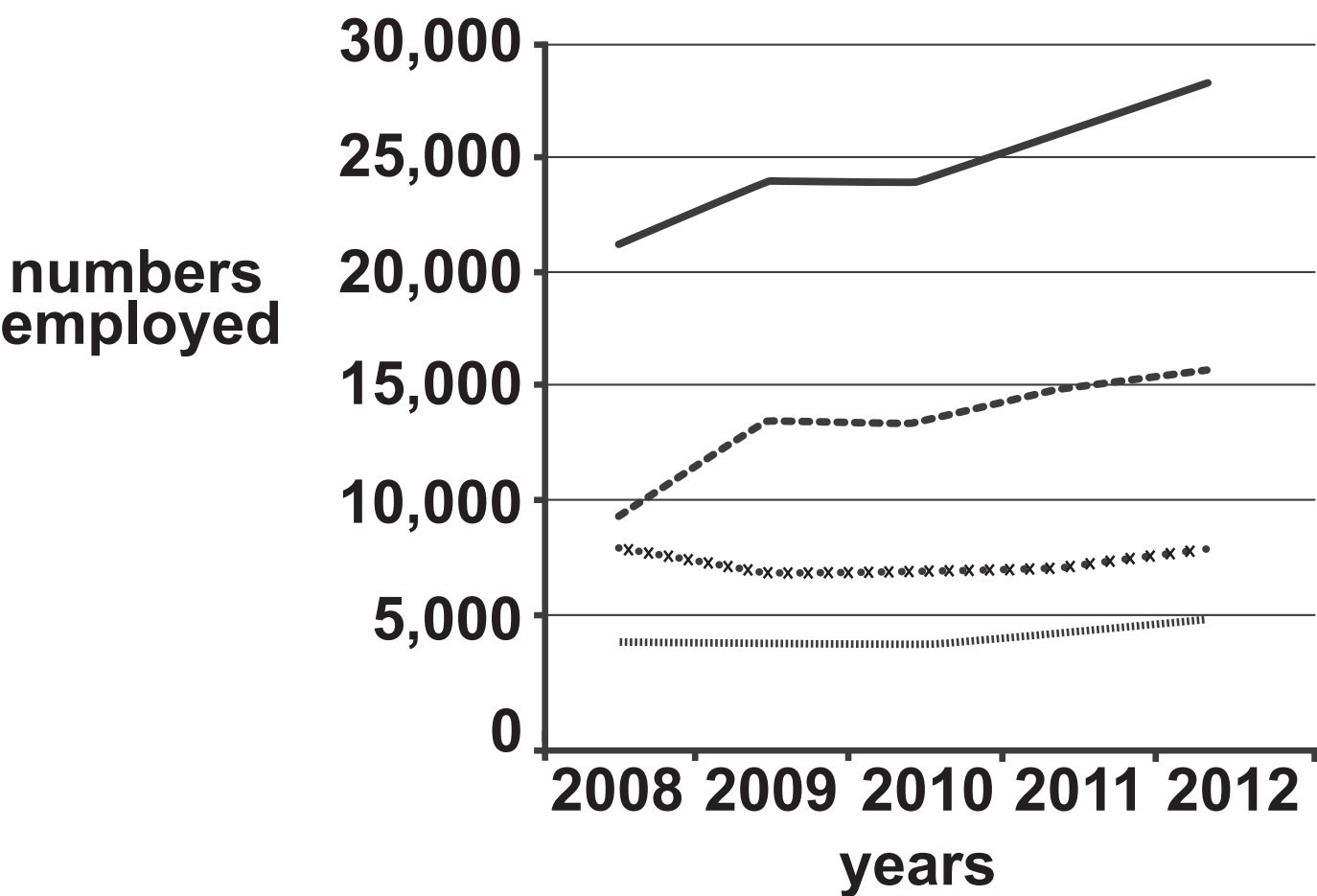
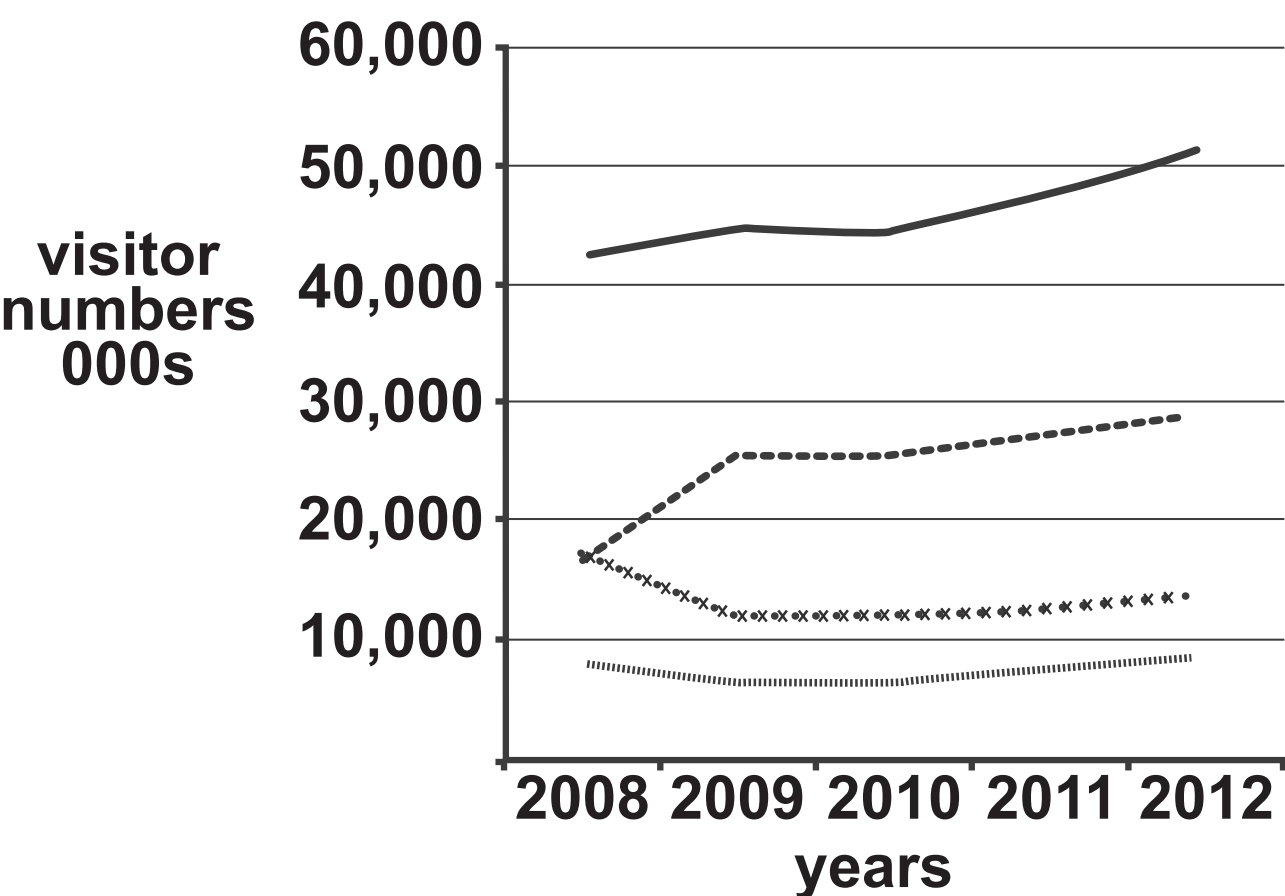


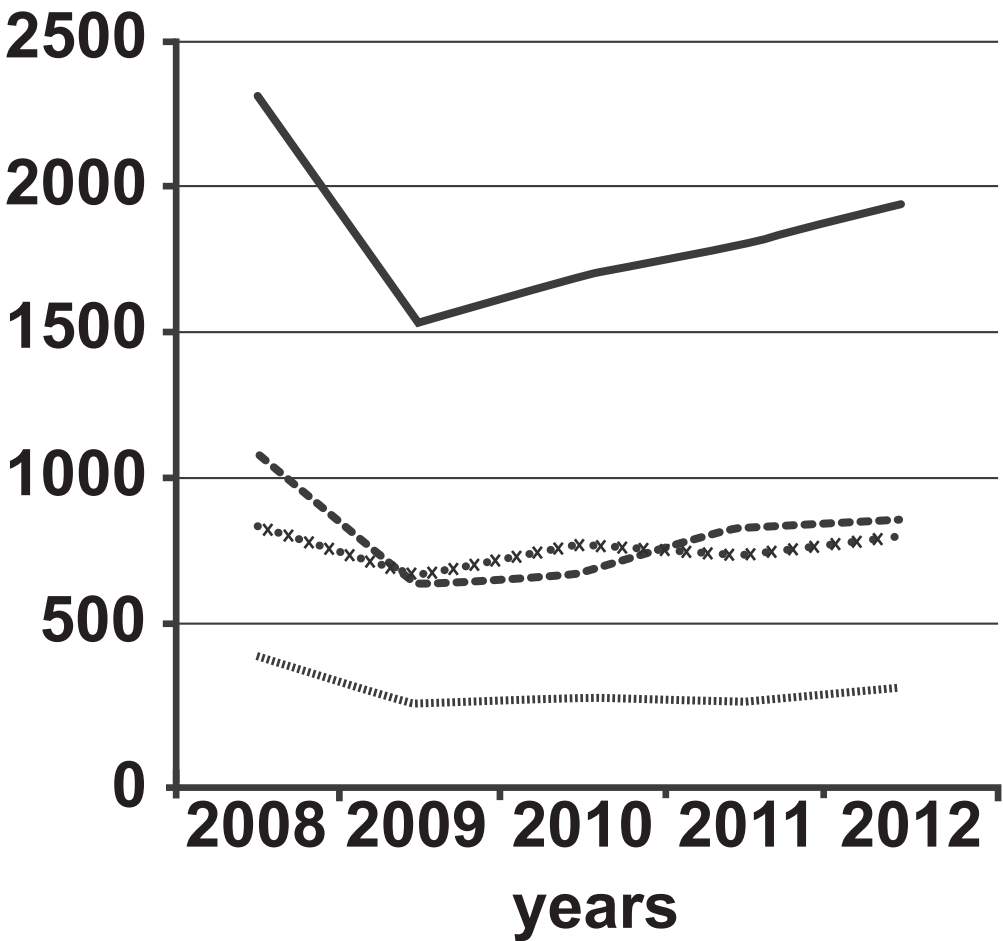
Fig. 4 – Total Visitors: thousands (2008–2012)

- Cheshire and Warrington
- x•x•x• Cheshire East
- Cheshire West and Chester
- Warrington



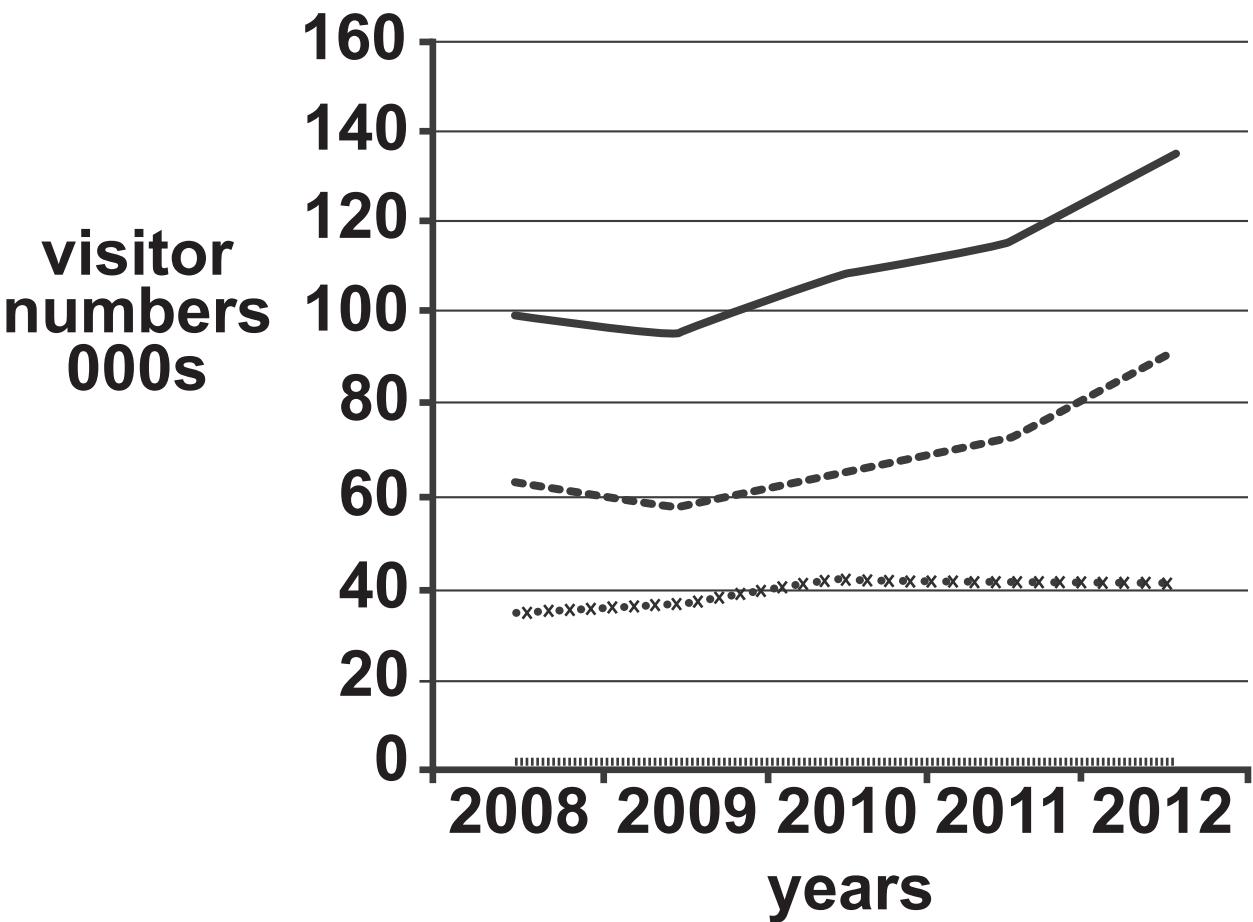
**Fig. 5 – Serviced Accommodation – visitor numbers:
thousands (2008–2012)**

— Cheshire and Warrington
 •x•x•x Cheshire East
 ---- Cheshire West and Chester
 Warrington



**Fig. 6 – Non-Serviced Accommodation – visitor numbers:
thousands (2008–2012)**

— Cheshire and Warrington
 •x•x• Cheshire East
 --- Cheshire West and Chester
 Warrington



DOCUMENT 3



BLUE PLANET AQUARIUM

Home to over 100 living displays including Europe's largest collection of sharks, Blue Planet Aquarium offers a whole world of underwater discovery.

Blue Planet Aquarium is full of fascinating and deadly sea creatures. Awesome sharks, man-eating piranhas, electric eels and many other weird and wonderful species all live in our vast underwater complex.

WHAT YOU'LL FIND AT BLUE PLANET AQUARIUM

there are 35 exhibits in five themed areas

a 70 m underwater tunnel lets visitors get up close to awesome sharks and sea creatures

spectacular underwater viewing window and Aquatheatre

daily diver shows and feeds

large sharks

two floors are dedicated to interactive displays and exhibits

much of the exhibition is undercover, so it doesn't matter what the weather is like

Blue Planet Aquarium is open daily as follows:

Weekdays 10am to 5pm

Weekends 10am to 6pm

Blue Planet Aquarium is closed on Christmas Day.

FACILITIES

ample car parking available on-site – including disabled visitor parking – charged at £2.50 per car per visit; complimentary parking for coaches

baby-changing on the lower floor, adjacent to the restaurant

toilets, including disabled toilets, throughout the attraction

souvenir gift shop

restaurant serving hot and cold meals and snacks

DISABILITY GUIDE

Blue Planet Aquarium is designed with access for everyone in mind. Recognised by the ‘Rough Guide to Accessible Britain’ as the ‘UK’s Finest Aquarium’, our facilities include:

free admission for full time carers on a 1:1 basis

dedicated disabled parking

lift access to each floor

ramps throughout the attraction

disabled toilets throughout the building

wheelchair hire (£10 returnable deposit)

Blue Planet Aquarium operates the standard admission policy that any paying visitor with special needs can be accompanied by one carer free of charge – providing that the carer can

present proof of carer status on arrival at Reception. Without proof of carer status standard admission entry charges apply.

HOW TO FIND US

Blue Planet Aquarium is easy to find – in easy reach of Manchester, Liverpool and Chester and the surrounding areas.

BY CAR – SAT NAV: CH65 9LF

From Manchester take the M56 to Junction 15 and then follow the brown tourist signs on the M53 to Junction 10.

From Liverpool take the M53 Junction 10 – we are right next door to Cheshire Oaks Shopping Outlet.

BY BUS

Regular bus services run from Liverpool, Chester, Ellesmere Port and North Wales to Blue Planet Aquarium and Cheshire Oaks. From Liverpool take the No 1 bus from Sir Thomas Street. From Chester take the No 1 or No 4 bus from the Central Bus Station.

BY TRAIN

If travelling by train, the nearest railway station is Ellesmere Port, about 2 miles away. Services run from Chester and Liverpool Lime Street Underground Station (Wirral Line).

<http://www.blueplanetaquarium.com/>

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DOCUMENT 4

Chester Zoo Leaflet. Removed due to third party copyright restrictions.



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DOCUMENT 6

WELCOME TO CHESTER BACKPACKERS

We are a clean, comfortable and friendly hostel in a lovely black and white traditional English building in the centre of beautiful Chester.

About Us

CHESTER BACKPACKERS is a small, friendly, cosy hostel near the heart of Chester. The hostel has five private rooms which are all ensuite. We have two dormitories, the eight bed ensuite dormitory and an 18 bed dormitory which is serviced with two toilets and three showers on the lower floor. In total we can accommodate 35 people. We have an outside terrace garden, lounge area with dvd/video library, digital television, free book exchange and free Wi-Fi throughout the hostel. There is a fully equipped self-catering kitchen to store food/drinks and cook a hearty meal and free tea and coffee. Chester Backpackers exercises a strict no smoking policy in the building and smoking is only allowed in the designated smoking area. We are the only hostel in Chester and are located only five minutes walking distance (0.3 miles) from the city centre and train station.

DINING OPTIONS

There is a 24 hour refurbished kitchen available for use. The prices shown are ROOM ONLY as we do not provide breakfast. Guests are encouraged to use the kitchen whenever they require. The kitchen is fully stocked with utensils, pots, pans, plates, cups, glasses etc. In good weather food can be eaten in the back yard or on the roof terrace. We supply unlimited free tea and coffee 24/7.

Prices

PRODUCT	SUNDAY TO THURSDAY	FRIDAY AND SATURDAY
Single ensuite	£22	£25
Twin ensuite	£34	£38
Double ensuite	£34	£38
Laundry facility Wash and dry including washing powder	£4	
Left luggage facility*	£5	
Payment with credit/debit card	1% surcharge	
Lock purchase	£2.50	
Laptop computer use	£2.00 per hour	
Towel rental	£1.00	

Please call the hostel to make a group booking. Discounts offered for large group bookings for educational establishments.

*** Free left luggage service available to guests. Price per day for non-guests (9am to 9pm)**

PLEASE NOTE: PRICES MAY VARY FOR CHESTER EVENTS

<http://www.chesterbackpackers.co.uk/index.html>

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