

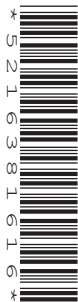
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**AS GCE APPLIED TRAVEL AND TOURISM**

**G720/01/CS**    Introducing Travel and Tourism

**PRE-RELEASE CASE STUDY**

**JUNE 2017**



**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 sit the examination.
- You **must not** take notes into the examination.
- A clean copy of the Case Study will be given to you with the Question Paper.
- This document consists of **16** pages. Any blank pages are indicated.

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## **Document 1**

### **World Heritage Sites**

#### **What are World Heritage Sites?**

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The 1972 UNESCO World Heritage Convention is an international agreement based on the understanding that certain natural and cultural places on earth are of outstanding, universal value, and as such should form part of the common heritage of humankind.

The World Heritage List contains over 800 sites, including places as unique and diverse as the Great Wall of China, the pyramids of Egypt, the Great Barrier Reef in Australia and closer to home, Stonehenge, Hadrian's Wall, the cities of Bath and Edinburgh, and of course, the Ironbridge Gorge which was inscribed on the World Heritage List in 1986.

The Ironbridge Gorge was included on the World Heritage List because of its unique role in the birth of the Industrial Revolution, which originated in Britain in the eighteenth century and later spread across the world.

#### **Managing and Protecting World Heritage Sites**

The Ironbridge World Heritage Site is an extensive and diverse area. While there are a few major landowners, notably Ironbridge Gorge Museums, the Borough of Telford and Wrekin and Severn Gorge Countryside Trust, there are also a large number of individual land and property owners.

In addition, there are numerous organisations with statutory or other responsibilities within the World Heritage Site, including English Heritage, the Environment Agency and the Department for Culture, Media and Sport.

In order to ensure the protection and promotion of the World Heritage Site as an area of outstanding universal significance; as a living and working community and as a popular visitor attraction, it is important that these many and diverse organisations and interests work together. To enable this, the principal organisations and interests meet together as the Ironbridge Gorge World Heritage Site Steering Group.

## Facts and Figures – Ironbridge Gorge Museums

### Visitor Numbers:

The 10 Ironbridge Gorge Museums receive over 545,000 visitors per annum with around 70,000 of these being visits from schools.

### Income:

Ironbridge is an independent charitable trust and is reliant on earned income to fulfil its charitable aims of education and conservation. More than half of the Trust's income comes directly from visitor admissions, including Gift Aid, and the remaining balance comes from revenue generated from its retail operation, conference and banqueting, tenanted properties and income from grant making trusts and individuals.

### Capital Spending:

Over the last 15 years, the Trust has invested more than £30 million in the development and conservation of the historic assets in its care. In meeting its charitable aims, the Trust has enjoyed substantial support from:

- the Heritage Lottery Fund
- European Regional Development Fund
- the Regional Development Agency
- trusts and foundations
- commercial sponsorship
- covenants
- private donors.

### Visitor Profile:

Visitors to the Ironbridge Gorge World Heritage Site come from all parts of the world and all areas of the UK. On average, more than 50% of UK visitors come from the West Midlands region while around 7% of total visitors come from abroad.

### Employment:

The Trust supports around 160 full-time equivalent jobs directly and many hundreds indirectly in terms of its tenanted properties and the wider creative and visitor economies. As well as employing around 200 staff, the Trust enjoys the support of over 400 regular volunteers.

### Tourism Earnings:

Independent economic assessments estimate that the Trust generates around £20 million of income per annum to the visitor economy of Telford & Wrekin and the wider Shropshire area.

## Document 2

### Telford & Wrekin Tourism Economic Impact Assessment 2015

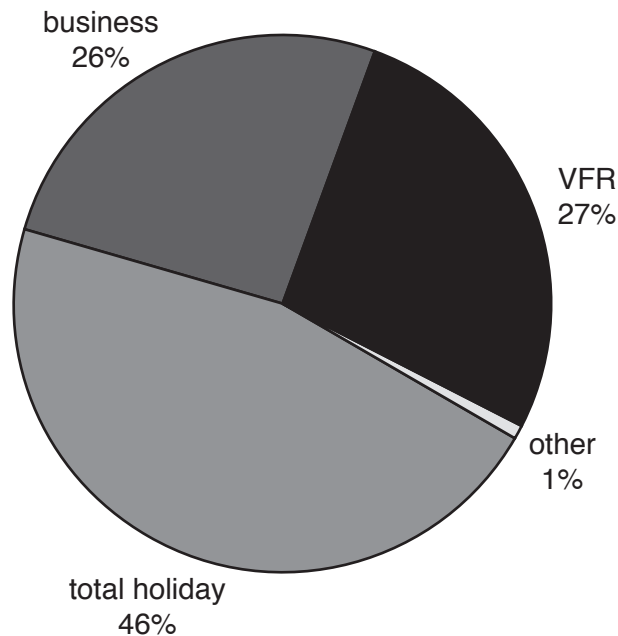
1.5 million visitors came to Telford & Wrekin – 1.2 million as day trippers, and approximately 0.3 million overnight visitors.

The overnight visitors spent a total of 1 million nights in the area.

During their visit to Wrekin, tourists spent approximately £104 million. On average, about £9 million is spent in the local economy each month.

Visitors staying overnight spent £51.5 million in the area, compared with £52 million from those on a day trip.

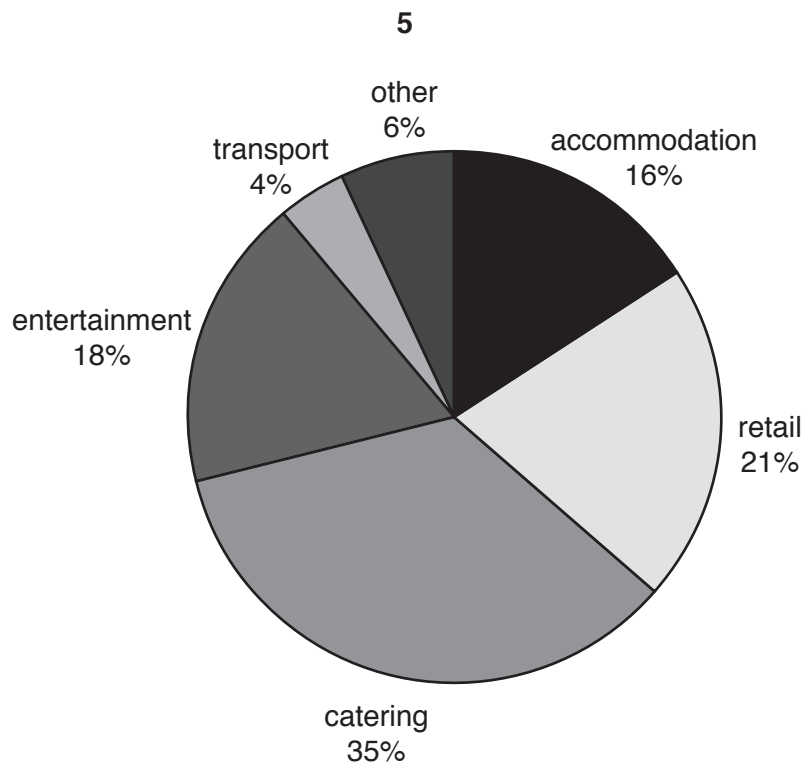
The 1.5 million visitors to Wrekin support 3,629 jobs, both for local residents and those living nearby. Approximately 2,829 direct tourism related jobs are supported, with an additional 800 non-tourism jobs dependent upon multiplier spend from tourism.



**Fig. 1 Purpose of Overnight Visits**

	Domestic	Overseas	Total	%
<b>Holiday</b>	£20,654,000	£1,151,000	£21,805,000	42
<b>Business</b>	£7,127,000	£2,677,000	£9,804,000	19
<b>VFR</b>	£14,880,000	£2,712,000	£17,592,000	34
<b>Other</b>	£175,000	£659,000	£834,000	2
<b>Study</b>	£0	£1,496,000	£1,496,000	3
<b>Total</b>	<b>£42,836,000</b>	<b>£8,695,000</b>	<b>£51,531,000</b>	<b>100%</b>

**Fig. 2 Overnight Visitor Spend**



**Fig. 3 Full Time Equivalent Jobs**

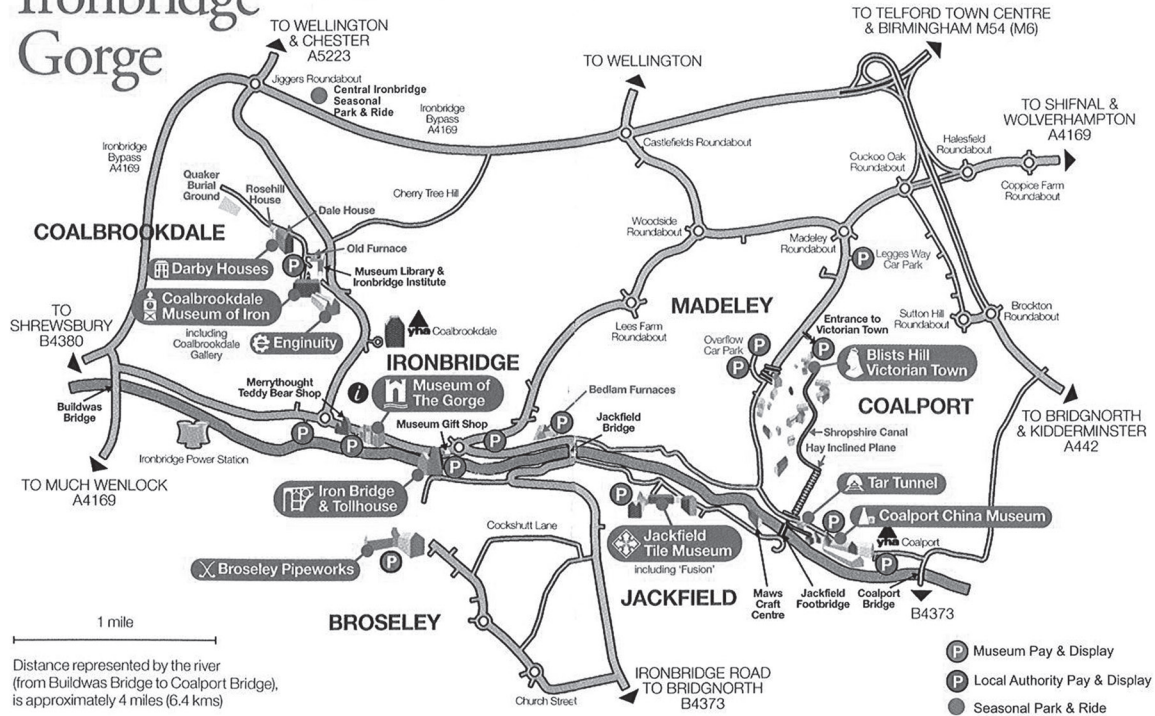
	Staying visitors	Day visitors	Total
Accommodation	437	12	449
Retailing	188	416	604
Catering	391	629	1020
Attractions/Entertainment	244	243	487
Transport	70	41	111
Other	157	0	157
<b>ESTIMATED ACTUAL JOBS</b>	<b>1487</b>	<b>1341</b>	<b>2828</b>

**Fig. 4 Estimated Actual Jobs by Sector**

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## Document 3

# Ironbridge Gorge



MUSEUM SITE			SHOP				SAT NAV	VISIT TIME	SUMMER OPENING 29/03/2014 to 21/11/2014 incl.	WINTER OPENING 3/11/2014 to 13/03/2015 incl.
Blists Hill Victorian Town	●	●	●	●	●	-	TF7 5UD	3+ hrs	Mon - Sun, 10am - 5pm	Mon - Sun, 10am - 4pm
Coalport China Museum	-	-	●	●	●	-	TF8 7HT	1.5 hrs	Mon - Sun, 10am - 5pm	Mon - Sun, 10am - 5pm
Tar Tunnel	-	-	●	-	-	●	TF8 7HT	20 mins	Mon - Sun, 10.30am - 4pm	Closed
Museum of Iron	●	●	●	●	●	-	TF8 7DQ	1.5 hrs	Mon - Sun, 10am - 5pm	Mon - Sun, 10am - 5pm
Darby Houses	-	-	-	●	●	-	TF8 7DQ	1 hr	Mon - Sun, 10am - 5pm	Closed
Enginuity	●	-	●	●	●	-	TF8 7DQ	2 hrs	Mon - Sun, 10am - 5pm	Mon - Sun, 10am - 5pm
Iron Bridge & Tollhouse	-	-	-	-	-	●	TF8 7JP	30 mins	*Tollhouse open every weekend in local school summer holidays.	Tollhouse closed
Museum of The Gorge	-	-	●	●	●	-	TF8 7NH	45 mins	Mon - Sun, 10am - 5pm	Mon - Sun, 10am - 5pm
Jackfield Tile Museum	●	-	●	●	●	-	TF8 7LJ	1.5 hrs	Mon - Sun, 10am - 5pm	Mon - Sun, 10am - 5pm
Broseley Pipeworks	-	-	●	●	●	-	TF12 5LX	1 hr	SUMMER OPENING 19/05/2014 to 21/09/2014 incl. Mon - Sun, 1pm - 5pm	WINTER 22/09/2014 to 17/05/2015 incl. Closed

Registered offices: The IRONBRIDGE GORGE MUSEUM TRUST Limited Telford Shropshire TF8 7DQ. Charitable Trust Ref No. 503717-R. The Ironbridge Gorge Museum Trust is committed to sustainable tourism practices and has a Gold Award for Green Tourism. Information correct at time of printing but subject to change without notice.



# Annual Passport Tickets

The best value ticket even if you are here for just a day.

<b>Adult</b>	£27.50
<b>60 Plus</b>	£21.00
<b>Child/Student</b>	£16.50 (Child 5-18 / in full time education)
<b>Family</b>	£68.00 (2 Adults + all your children)
<b>Family</b>	£50.00 (1 Adult + all your children)

Tickets to individual sites are also available.  
See website for full terms and conditions.

Annual Passport Tickets allow unlimited daytime admission to all 10 Ironbridge Gorge Museums during normal opening hours. If after 12 months you have still not visited particular sites, you can return at any time in the future to make one free visit to the sites that you've missed. Annual Passport Tickets are not valid for evening events or Blists Hill Victorian Town Christmas weekends. Prices valid until 13/03/2015 (*Terms & conditions apply*). All Museums close 24th & 25th December and New Year's Day. See website for Christmas opening and Bank Holiday opening hours. Activities change day to day and additional costs apply for some workshops and activities.



## How to get there

**Junction 4 M54 and then follow brown signs to Ironbridge Gorge. Then follow signs:**

**Blists Hill Museums** for Blists Hill Victorian Town, Coalport China Museum and Tar Tunnel.

**Ironbridge Museums** for the Iron Bridge & Tollhouse, Museum of The Gorge, Jackfield Tile Museum and Broseley Pipeworks.

**Coalbrookdale Museums** for Coalbrookdale Museum of Iron, Darby Houses and Eniguit.

**Parking** - park in most of the Museum car parks for just a single small charge. Does not include Museum of The Gorge and Ironbridge pay & display car parks where local authority charges apply.



Large print and Access information available, call 01952 433424.

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## Document 4

## River Cottages – Ironbridge



River Cottages are a pair of beautifully restored, self-catering cottages. They date back to 1650 and are amongst the oldest buildings in the historical Ironbridge Gorge, right in the heart of Shropshire. The cottages are just a 3-minute walk along the river to the historic bridge itself and the town centre.

Both cottages sleep 4 adults comfortably, each having one double and one twin-bedded room. Families are welcome as are small parties of adults, although we are unfortunately unable to cater for pets and the cottages are strictly non smoking. The kitchens are modern and have everything needed for a comfortable stay. There are attractive inglenook fireplaces in the living rooms, each housing a multi-fuel stove and full gas central heating provides both cottages with a warm and cosy atmosphere in winter months. They both have enclosed south facing sun terraces with relaxing garden furniture to unwind and watch the world go by.

Both cottages have:

- Gas-fired central heating and multi-fuel stoves (cost included); plentiful hot water – gas fired (cost included)
- Towels provided; bed linen (pillows, duvets, sheets and covers) provided
- Dishwasher; washing machine; iron and ironing board
- Garden furniture
- Selection of books and games, including local walking guides and information on local places of interest
- Music system; TV; DVD
- Internet access (broadband – wireless access in number 30, wireless and plug-in access in number 29)
- Enough pots, pans, cutlery for a comfortable stay for 4 people; tea towels
- Complimentary toiletries
- Welcome pack (small amount of tea, coffee, milk, biscuits, dishwasher tablets).



**Pricing** The cottages can be booked for a full week (Friday to Friday), mid-week (Monday to Friday) or a long weekend (Friday to Monday).

**Low season** – November to February (excluding Christmas, New Year and half terms)

Full week – £385

Weekend – £275

Mid-week – £275

**Mid-Season** – March, April, May, June, September, October (excluding Easter)

Full week – £495

Weekend – £385

Mid-week – £385

**High season** – July, August, half terms, Christmas, New Year, Easter

Full Week – £630

Weekend – £420

Mid-week – £420

A deposit of £100 is required for each booking.

Full payment is required 6 weeks prior to your holiday date.

Payment can be by cheque or card (over the telephone).

For details of availability and booking, please call the owners, Mark or Joanne, on 0800 6335181 or 07977 598740 or 01952 460406 or email us at [info@ironbridgeholidaycottages.co.uk](mailto:info@ironbridgeholidaycottages.co.uk).

### The Location

River Cottages sit in the heart of the Ironbridge Gorge – a World Heritage Site and centre of great historical interest. They are easily located – just leave the M54 at Junction 4 and follow signs for 'Ironbridge Gorge.' The M54 links directly with the M6. The cottages are about 6 miles from the motorway system.

In the immediate vicinity are numerous top quality bars and restaurants (all within easy walking distance) and with a week's stay it would be possible to eat out every night at a different restaurant without getting in the car at all!

In the day there are glorious walks of various lengths and levels of difficulty direct from the door, in wonderful, historic woodland and on higher slopes with magnificent views of the surrounding countryside and South Shropshire Hills. Walking guides written by a local walking enthusiast and historian are provided in both cottages.

It is also possible to bring canoes and canoe just 25 metres from the front doors of the cottages. Cycling, similarly, is magnificent in the local area and again it is possible to cycle from the door. The Ironbridge 'Iron Man' competition, 'Triathlon' and other running and cycling events pass directly in front of the cottages, so it's possible to see the energetic efforts of others from your own private viewing gallery!

There are golf courses nearby (nearest is about 2 miles away), great shopping is to be found in either Telford Shopping Centre (6 miles) or Shrewsbury (about 16 miles), and there are numerous sports facilities and swimming pools nearby.

## Document 5

**BEST WESTERN Valley Hotel**

**BEST WESTERN Valley Hotel** is a country house hotel situated in the heart of Ironbridge, providing a perfect base for visiting the Ironbridge Gorge Museums. With a riverside setting and breathtaking views of the surrounding parkland this charming 44-bedroom Georgian listed building is the perfect choice for your stay.

Our stylish restaurant continues to receive recognition for the quality of its food and service, including 2 AA rosettes for culinary excellence, and the imaginative food is enjoyed by residents and locals alike.

BEST WESTERN Valley Hotel is ideally situated for either business or leisure. For those guests wishing to visit this World Heritage Site, enjoy the Shropshire hills, or learn about the history of the area, the famous Ironbridge is only an 8-minute walk, and all the local places of interest are within walking distance of the hotel.

Located only 10 minutes' drive from Telford Town Centre with easy access from the M54, our corporate guests can relax in the tranquility of Ironbridge, in the knowledge that we can meet the expectations of the business traveller with complimentary Wi-Fi, conference facilities and free car parking.

This Shropshire hotel offers the highest standards, and our friendly team creates a warm, relaxing, family-run environment, where nothing is too much trouble!

A great choice of rooms is available including doubles, twins, singles, family and four poster rooms. You can expect 44 meticulously clean and comfortable en-suite bedrooms, which have been tastefully designed, offering guests a 'home from home' environment where you can relax and unwind.

Complimentary Wi-Fi is available in all bedrooms and public areas of the hotel, alongside flat screen TVs, and tea and coffee making facilities. The BEST WESTERN Valley Hotel is a Grade 2 listed building built during the 1750s, and pre-dates the famous Ironbridge. Some rooms are situated in the old house, and some rooms located in the one time servant quarters and stables which have been absorbed by the main hotel to provide mews style accommodation, accessed by glass covered walkways. Over recent years the hotel has undergone extensive improvements.

- Ground floor rooms are available
- Large car park
- A fully compliant disabled bedroom is available
- All rooms are non-smoking, but a dedicated external smoking area is available
- Wi-Fi access in all areas
- 2\* AA rosette awarded restaurant
- Bar snacks are available mid-week in the Jackfield Room

## PRICES

B&B [bed and breakfast] DB&B [dinner, bed and breakfast]

### Winter Leisure Offer

£75.00 per double/twin room B&B per night; £125.00 per double/twin room DB&B per night

Available Thursdays to Sundays from 4th January until 28th February excluding January 17th, 24th, 31st, February 7th, 14th. Subject to availability and booking in advance.

### Special 3 Night Leisure Break Offer – not to be missed!

3 night leisure break including full breakfast, 3 course dinner each night in our award winning restaurant, and passports providing admission to all the Ironbridge Gorge Museum/attraction sites.

This offer is available throughout the year and is priced at £425.00 for 2 people in a double or twin room or £269.00 for a single room.

### Advanced Purchase Rates

Why not pre-pay for your accommodation and save up to 20%?

### Family Friendly Offer

2 nights B&B for a great price of £225.00 per family, to include up to 2 children and 2 adults sharing a room. 1 x family passport also included. A great offer not to be missed providing a great opportunity for the whole family to enjoy all the holiday activities taking place in and around the Gorge. Only available during school holidays.

### Sunday Night Offer

A special DB&B offer of only £99.00 for two people sharing a double or twin room and £79 for a single room. Available throughout the year. Rates are per night and will need to be paid upon booking. This special rate is non-refundable or transferable. Fully flexible rate for this offer would be £109.00 with 24 hours cancellation policy.

If dinner is included in your package you are able to choose from the full A La Carte Menu of the award winning Chez Maw Restaurant.

All offers are subject to availability. Please contact Reception to make your booking enquiry on 01952 432247. BEST WESTERN Valley Hotel, Buildwas Road, Ironbridge, Shropshire, TF8 7DW  
<http://www.thevalleyhotel.co.uk/>



## Document 6

## Key to symbols

	Historic house
	Castle
	Other buildings
	Church/chapel
	Mill
	Archaeological site
	Industrial heritage
	Farm/farm animals
	Garden
	Park
	Countryside
	Coast
	Nature reserve
	Holiday accommodation
	Licensed for weddings
	Available for functions
	Public house
	Acquisition date

## Access symbols

	Designated parking
	Drop-off point
	Transfer available
	Accessible WC
	Catering accessible
	Shop accessible
	Induction loop
	Braille (guide or menu)
	Large print (guide or menu)
	Photograph album
	Virtual tour
	Seats/seating available
	Wheelchairs available
	Level access/terrain, paths
	Ramped access or slopes
	Steps/uneven terrain
	Lifts
	Powered mobility vehicle
	Accessible route and/or map available
	Stairclimber
	Stairlift

## Attingham Park

Atcham, Shrewsbury, Shropshire SY4 4TP



Attingham Park was built for the 1st Lord Berwick in 1785 and was in continuous ownership by the family for more than 160 years. As their fortunes rose and fell they proved themselves to be spenders, savers and saviours. In the mansion, highlights include the atmospheric Dining Room set for an evening banquet that reflects the Regency splendour and the delicate decorative scheme in the Boudoir which has recently been revealed. The mansion is at the heart of this great estate between Shrewsbury and the River Severn and is set in beautiful parkland designed to impress. **Note:** restoration and conservation in action ongoing in various parts of the mansion.

- Exploring**
- Discover Attingham's story of love and neglect.
  - Find out about the Berwick family and their changing fortunes.
  - The Attingham Re-discovered Project reveals the mansion's interior restorations.
  - Walks lead you through the deer park and grounds.
  - Stroll through the walled garden as it is reinstated.
  - Choose from our range of mansion guided tours.

**Eating and shopping:** Shop and Carriage House Café open daily all year. Take home seasonal fresh vegetables from the walled garden. Indulge in our home-baked cakes and scones. Browse in the second-hand bookshop.

**You may also enjoy:** Neo-classical Berrington Hall and also Sunnycroft, an Edwardian gentleman's suburban villa.

**Making the most of your day:** witness developments in the mansion and walled garden as we re-discover Attingham. Family trails and activities throughout local school holidays. Events programme throughout year.



Attingham Park, Shropshire: stunning setting

Waymarked walks. Dogs welcome on leads in deer park and near the mansion.

**Access for all:**

**Mansion**

**Grounds**

**Getting here:** T26: SJ550099. **Foot:** from main drive walk up the park road for approximately ½ mile to Visitor Reception at stables. **Bus:** Arriva 96 Shrewsbury-Telford (passing close Shrewsbury and Telford Central). **Train:** Shrewsbury 5 miles. **Road:** 4 miles south east of Shrewsbury, on north side of B4380 in Atcham village. **Parking:** free, 25 yards.

**Finding out more:** 01743 708123 (Infoline). 01743 708162 or [attingham@nationaltrust.org.uk](mailto:attingham@nationaltrust.org.uk)

Attingham Park	M	T	W	T	F	S	S
<b>Park, walled garden, shop, café and bookshop</b>							
Open all year	9-6	M	T	W	T	F	S
<b>Mansion</b>							
13 Mar-7 Nov	11-5:30	M	T	·	T	F	S
<b>Mansion winter tours</b>							
9 Jan-7 Mar	11-3	·	·	·	·	S	S
13 Nov-28 Nov	11-3	·	·	·	·	S	S
<b>Mansion tea-room</b>							
2 Jan-7 Mar	10:30-4:30	·	·	·	·	S	S
13 Mar-7 Nov	10:30-5	M	T	·	T	F	S
13 Nov-12 Dec	10:30-4:30	·	·	·	·	S	S
18 Dec-31 Dec	10:30-4:30	M	T	W	T	F	S

Park, walled garden, shop, café and bookshop close at 5, January, February, November and December or dusk if earlier. Mansion tea-room open 13 to 21 February. **Mansion 11 to 1 tours only.** Mansion open 11 on Bank Holiday Sundays, Mondays and Good Friday. **Mansion Christmas opening: 11 and 12 December and 18 to 23 December, 11 to 4.** Whole site closed 25 December. Mansion tea-room closed 26 December.

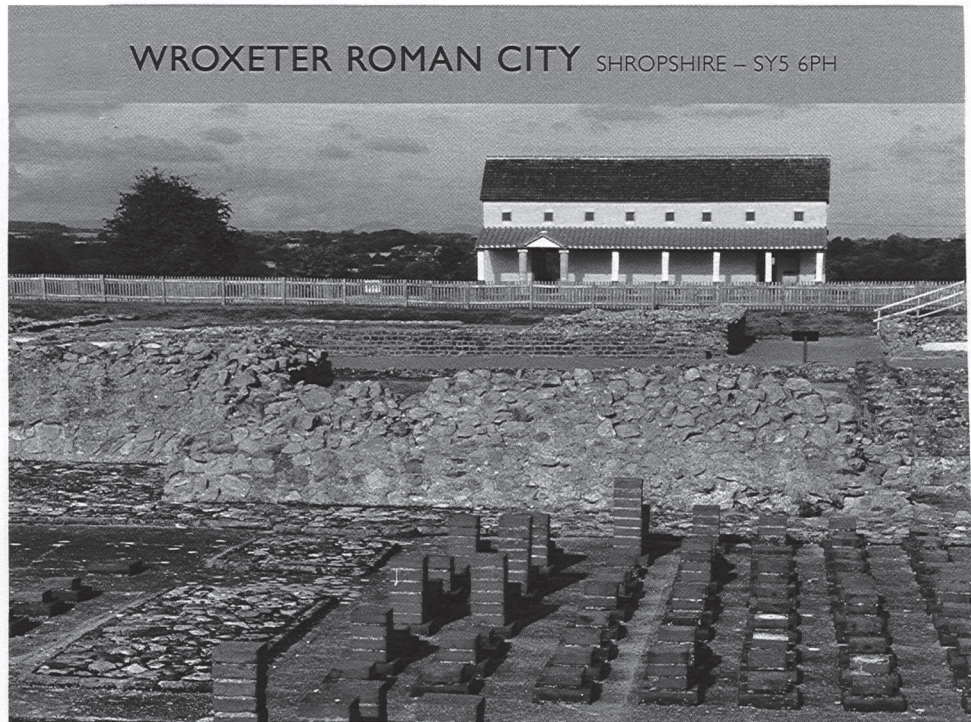


## Document 7

## SYMBOLS GUIDE

The following symbols indicate facilities available at the English Heritage properties listed in this handbook.

	Date property came into the National Collection
	Audio tours
	Baby changing facilities
	Children's play area
	Disabled access
	Dogs allowed on leads
	Educational resources available
	Events
	Exhibition
	Facebook
	Family learning resources available
	Film/TV location
	Gardens
	Guidebook available
	Hire of properties for corporate and private events
	Holiday cottage available to let
	Licensed for civil ceremonies
	Local railway station
	Male/female toilet
	Museum
	No dogs allowed, except guide dogs
	OVP – admission free for Overseas Visitor Pass holders
	Park
	Parking
	Picnic area
	Restaurant
	Shop
	Tearoom
	Twitter
	Site may contain hazardous features



WROXETER ROMAN CITY SHROPSHIRE – SY5 6PH

## VISIT US

**Direction:** 5 miles SE of Shrewsbury, on a minor road signposted from the B4380

**Train:** Shrewsbury 5½ miles; Wellington Telford West 6 miles

**Bus:** Arriva 96 Telford – Shrewsbury (passes close to Telford Central)

**Tel:** 01743 761330

## NON-MEMBERS

Adult	£5.20
Concession	£4.70
Child	£3.10
Family	£13.50

## OPENING TIMES

29 Mar–3 Nov, daily	10am–5pm
4 Nov–31 Mar, Sat–Sun	10am–4pm
24–26 Dec and 1 Jan	Closed

Now set among fields, Wroxeter (or 'Viriconium') was once the fourth largest city in Roman Britain, with up to 5000 citizens. It began as a legionary fortress and developed into a thriving civilian city, populated by retired soldiers and traders. Today the most impressive features are the remains of the 2nd-century municipal baths and the huge wall dividing them from the exercise hall, once in the heart of the city.

The audio tour reveals how Wroxeter worked in its heyday, and the fascinating site museum displays an amazing wealth of site finds, from military weapons and equipment to fashion

accessories and medical instruments, illustrating the everyday life of the citizens. Vivid interpretation traces the rise, flourishing and eventual abandonment of the city.

An unusual and popular feature of the site is a recreation of a Roman town house, complete with dining-room, bedroom and bath-suite. Inspired by houses excavated here, it was built using traditional methods as interpreted by six modern building-trade workers, for the Channel 4 series 'Rome Wasn't Built in a Day'. It now also features replicas of Roman furniture.

An education room is available for schools.



## Document 8



THE NATIONAL TRUST

# Tourism

## Policy from practice

**Tourism is one of the largest industries in the UK, worth approximately £74 billion and employing some 2.2 million people, 8% of the working population.**

The National Trust is a significant player in this industry. With a turnover of more than £300 million a year, we currently protect and manage on behalf of the nation over 250,000 hectares of countryside and over 750 miles of coastline across England, Wales and Northern Ireland. This work underpins the essential environmental resources upon which tourism depends.

In addition we care for a significant proportion of the country's designated sites and buildings of natural and cultural significance, opening 350 houses and gardens to the public.

We welcome around 17 million visitors to our pay-for-entry properties annually and there are an estimated 50 million visits to our coast and countryside properties each year.

As both a charitable conservation body and a business, we have a key interest in promoting a sustainable tourism sector. For the Trust this means:

- promoting regional and local characteristics
- supporting local economies through tourism spend, and providing employment particularly in rural areas
- improving public transport and reducing tourist dependence on cars
- working in partnership with local communities and businesses to improve the tourism offer, and its sustainability
- increasing awareness of the impacts of tourism with visitors and providers alike.

As well as being a hugely important economic driver, we believe tourism has much to offer wider social and environmental objectives. This includes providing opportunities for education and lifelong learning (by visiting or volunteering at a property, for example), underpinning the viability of a large range of often small rural businesses and providing attractive places where businesses and communities can thrive.



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