

To be opened on receipt

**AS GCE APPLIED TRAVEL AND TOURISM**

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

**PRE-RELEASE CASE STUDY**

**JUNE 2019**



**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 **20** pages. Any blank pages are indicated.

**INSTRUCTION TO EXAMS OFFICER/INVIGILATOR**

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The following stimulus material has been adapted from published sources. It is correct at the time of publication and all statistics are taken from the published material.

## Document 1

### Northern Ireland [NI] Annual Tourism Statistics 2016



- in 2016 there were an estimated 4.6 million overnight trips in Northern Ireland. This includes external trips of visitors to Northern Ireland and domestic trips taken by local residents. Estimated expenditure associated with these trips was £851m;
- within this, overnight trips to Northern Ireland by external visitors was estimated to be 2.6 million. Expenditure associated with these trips was £614m;
- an estimated 2.0 million hotel room nights were sold in Northern Ireland – hotel room occupancy was estimated to be 70%;
- in 2016, a total of 93 cruise ships docked at Northern Irish ports; and
- taken together with other data sources, the statistics point towards an upward trend in external tourism activity in Northern Ireland between 2011 and 2016.

Due to the complexity of tourism, no single statistic can provide a definitive measure on how the tourism industry is performing. This report provides a picture of Northern Ireland tourism in 2016. The report points towards growth in tourism from visitors outside of Ireland, alongside a fall in domestic overnight trips.

Tourism can be influenced by a number of factors. Initiatives from government, tourism agencies and events can have an impact on tourism. From March 2016, Ryanair started operating from Belfast International Airport and has since added numerous routes to various destinations in the UK and Europe, including a direct flight connecting with Germany. Additional routes and passenger capacity of such volume will provide for an inflow of external visitors whilst encouraging NI residents to take trips elsewhere.

Visitors may be influenced to come to Northern Ireland by local visitor attractions, such as the Giant's Causeway and Titanic Belfast – which won 'World's Leading Tourist Attraction' at the World Travel Awards in 2016. The local film industry with Game of Thrones showcasing local locations may also have an impact on tourism. However, the legacy of the Troubles with less positive images around civil unrest can counter these positive pictures.

The economic situation also influences tourism expenditure. The value of sterling against foreign currency, which was very strong at the beginning of 2016, has decreased from June. This will have influenced levels of tourism last year for local residents.

All these factors will influence the volume, type and nature of local tourism.

**Fig. 1**

## Estimated number of overnight trips, nights and expenditure in Northern Ireland 2011–2016

	2011	2012	2013	2014	2015	2016	% Change (2015–16)
<b>Overall Trips (000s)</b>	<b>3,968</b>	<b>4,002</b>	<b>4,073</b>	<b>4,512</b>	<b>4,515</b>	<b>4,573</b>	<b>+1%</b>
<i>Domestic (000s)</i>	<i>2,036</i>	<i>2,018</i>	<i>1,980</i>	<i>2,335</i>	<i>2,230</i>	<i>1,984</i>	<i>–11%</i>
<i>External (000s)</i>	<i>1,932</i>	<i>2,006</i>	<i>2,089</i>	<i>2,179</i>	<i>2,301</i>	<i>2,589</i>	<i>+12%*</i>
<b>Overall Nights (000s)</b>	<b>14,690</b>	<b>13,791</b>	<b>14,487</b>	<b>15,065</b>	<b>15,432</b>	<b>15,180</b>	<b>–2%</b>
<i>Domestic (000s)</i>	<i>4,698</i>	<i>3,906</i>	<i>4,577</i>	<i>5,049</i>	<i>4,791</i>	<i>3,814</i>	<i>–20%</i>
<i>External (000s)</i>	<i>9,992</i>	<i>9,952</i>	<i>9,817</i>	<i>10,033</i>	<i>10,680</i>	<i>11,366</i>	<i>+6%</i>
<b>Overall Expenditure (£M)</b>	<b>641</b>	<b>689</b>	<b>722</b>	<b>751</b>	<b>760</b>	<b>851</b>	<b>+11%</b>
<i>Domestic (£M)</i>	<i>178</i>	<i>201</i>	<i>192</i>	<i>238</i>	<i>219</i>	<i>237</i>	<i>+8%</i>
<i>External (£M)</i>	<i>463</i>	<i>485</i>	<i>524</i>	<i>507</i>	<i>545</i>	<i>614</i>	<i>+13%</i>

The headline statistics for overnight trips are:

- in 2016, there were an estimated 4.57 million overnight trips in Northern Ireland
- during 2016, estimated expenditure associated with all overnight trips was £851 million. In monetary terms, spending on overnight trips broadly equates to over 2% of the local economy;
- associated with the 4.57 million overnight trips, an estimated 15.2 million nights were spent in Northern Ireland.

**Fig. 2**

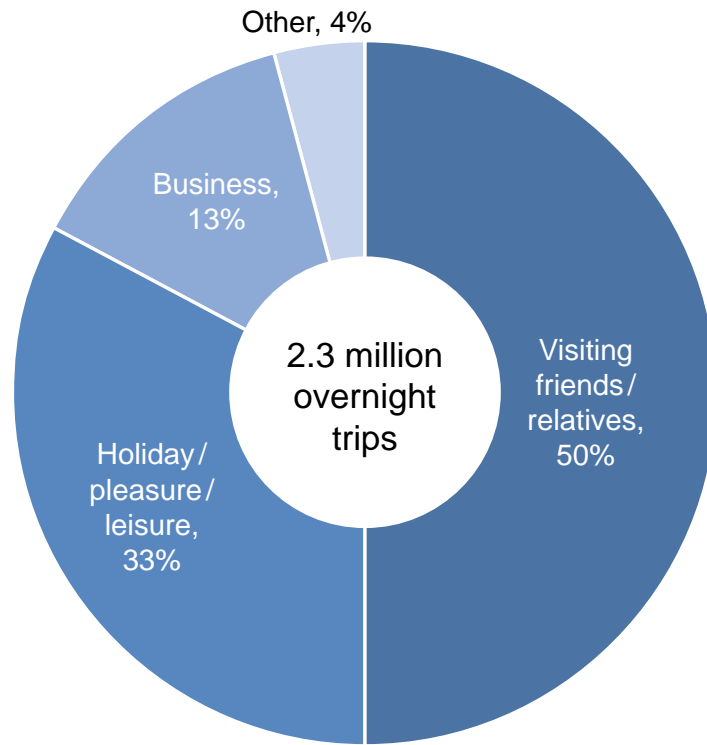
## Estimated overnight trips by place of origin (2016)

In total, it is estimated that 44% of all overnight trips (2.0 million) were made by local residents (domestic trips). A further 30% of overnight trips (1.4 million) were made by people living in Great Britain, 10% (0.5 million) by people from the Republic of Ireland and the remaining 16% (0.7 million) by people from outside the UK and Ireland.

**Fig. 3**



## Estimated reason for visit of external overnight trips to Northern Ireland



Of all estimated overnight trips to Northern Ireland in 2016, half (50%) were to visit friends and relatives. A third (33%) came to Northern Ireland for holiday/pleasure/leisure purposes. Some 13% came to Northern Ireland for business purposes, and 4% for other reasons. These proportions have remained relatively unchanged between 2011 and 2016.

An estimated 0.44 million external overnight trips were for business and other purposes in 2016. External overnight trips for business and other purposes made up 23%, 22% and 21% of all external overnight trips from the Republic of Ireland, Italy and Wales respectively.

The estimated number of external overnight trips to Northern Ireland for holiday/pleasure/leisure purposes has increased year-on-year from 531,000 external overnight trips in 2011 to 844,000 external overnight trips during 2016. Following this trend, the estimated number of nights and value of expenditure associated with these external overnight trips have also shown an increase from 2011 to 2016.

**Fig. 4**

## Factors that may have influenced external overnight visitors coming to Northern Ireland for holiday/pleasure/leisure purposes

Factors that may have influenced external overnight visitors coming to Northern Ireland for holiday/pleasure/leisure purposes include the Giant's Causeway (number one visitor attraction in Northern Ireland 2016), Titanic Belfast (number two visitor attraction in Northern Ireland 2016), the Causeway Coastal Route and Game of Thrones.

The Giant's Causeway was the most influential factor for external overnight visitors for holiday/pleasure/leisure purposes during 2016 (33%), followed by Titanic Belfast (28%).



Fig. 5

## The top five sporting activities that external overnight visitors to Northern Ireland for holiday/pleasure/leisure purposes participated in whilst in Northern Ireland during 2016.

Just over 14% went hiking/cross country walking, followed by 6% attending or participating in an organised sporting event (e.g. motor sport/rugby/football/Gaelic games).

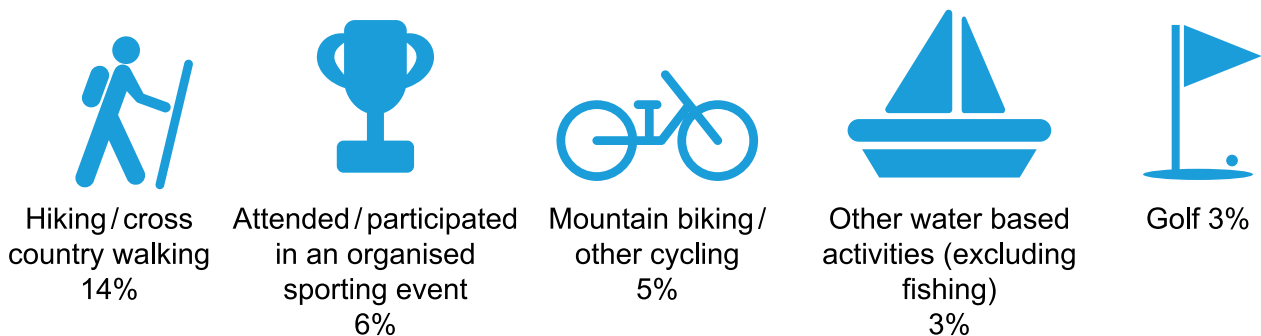
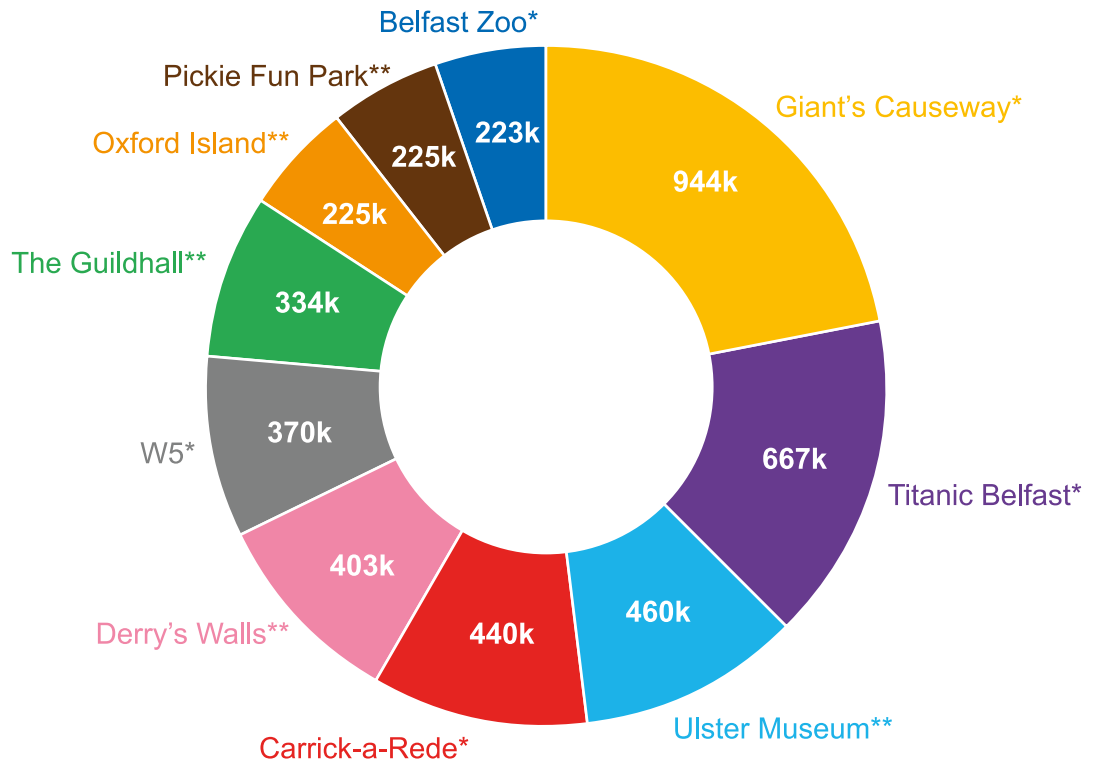


Fig. 6

## Top Ten Visitor Attractions 2016 – Number of visitors



*\*Estimates are based on ticket sales*

*\*\*Estimates are based on other counting methods*

**Fig. 7**

## Document 2



9 Dunluce Road  
 Bushmills  
 Co Antrim  
 Northern Ireland, BT57 8QG

<https://www.bushmillsinn.com/>

Set against the backdrop of the Giant's Causeway in Northern Ireland, The Bushmills Inn is the perfect retreat for those who crave the unconventional, yet still expect exceptional service. The welcome is warm and the fire always lit.

Originally a Coaching Inn in the 1600s, this 4-star boutique Hotel and Restaurant is steeped in Irish history with a myriad of places to hide from the world. Step back to a time steeped in charm. From inglenook turf fires to hayloft snugs, there's something to find behind every door.

In the village that is home to the world's oldest Whiskey Distillery, between the famous Giant's Causeway and Royal Portrush Golf Club, we offer the perfect base to explore a host of visitor attractions such as Carrick-a-Rede Rope Bridge, Dunluce Castle and many of the Game of Thrones filming locations.

The 4-star Bushmills Inn blends stunning architecture, beautiful grounds, unique rooms and modern facilities and has been lovingly restored to pay homage to its rich Irish history.

## Conference and event rooms

Should you be looking for private dining in the Secret Library, a board meeting in the Macnaghten Suite or a presentation in the Still Room Cinema, we can tailor your event to meet your requirements and provide all the necessary support you will need to ensure your event is a success. We are equipped with state-of-the-art conference facilities, including free WiFi throughout. Audio-visual aids, data projectors, screens and microphones are all available on request. All discreetly provided within a setting reminiscent of a coaching inn and accompanied by service which is second-to-none. We offer both residential and non-residential packages and are only one hour's drive from Belfast City and International Airports and a 45-minute drive from City of Derry Airport, making us the ideal location for your event.

### The Macnaghten Suite

Our most recent seminar facility, the Macnaghten Suite is our loving restoration and redesign of our previous guest accommodation. Featuring built in audio-visual equipment, with a 62" digital display screen, this room can be versatile in its set-up for up to 50 delegates.

### The Pine Room

The Pine Room plays host to conferences and seminars for up to 40 delegates, depending on your needs. Featuring in-situ audio-visual projector and Apple TV, the Pine Room offers traditional character with modern facilities incorporated to enhance productivity.

### The Library

The Secret Library offers the ultimate in privacy for intimate seminars. The meeting room lies behind a hidden door and offers boardroom seating for up to 10 delegates, making it the ideal setting for those more exclusive meetings.

### The Still Room Cinema

Our unique Still Room Cinema can be used as a private hire movie theatre or lecture theatre and offers plush surroundings for up to 30 delegates. With designated audio-visual connection for VGA connectivity as well as Blu-ray playback facilities, this is the ideal setting for presentations and product launches.

**Document 3**



**Finn McCool's Giant's Causeway Hostel**

32 Causeway Road, Bushmills  
Northern Ireland, BT57 8SU  
Tel: (+44) (0) 28 2073 2011  
<http://finnmccoolshostel.com/>

**A hostel with a personal touch...**

Our vision for Finn McCool's is simple – to make your stay unforgettable through exceptional service, a clean and comfortable room and that award-winning extra bit of character.

We offer different types of dorm rooms inclusive of free hot breakfast, Wifi, coffee/tea facilities.

Finn McCool's is a small, boutique hostel in a great location.

Less than 200m from the Giant's Causeway and the ocean, Finn McCool's has fabulous panoramic views along the coastline, across to Portrush and the North Atlantic Ocean.

It's the ideal place for hiking, nature, cycling, relaxing and making friends.

Come and enjoy your stay at Finn McCool's Hostel along with the incredible and unforgettable sightseeing in Northern Ireland that you would not want to miss.

**ROOM TYPES:**

- 4 bed mixed dorm
- 6 bed mixed dorm
- Double room
- Twin room

Free daily hot breakfast included.

Please keep in mind the hostel is located 2 miles outside Bushmills at the actual Causeway.

Check-in closes at 9pm unless otherwise organised. ID is needed to check-in.

Each room has a secure door lock.

There are no en-suite rooms, all bathrooms are shared.

Each room has a window with a scenic view of the surrounding countryside and/or coastline.

If you have a minor in your party, please book the entire room as we cannot lodge other guests in the same room with a minor. Failing to do so will result in an extra charge for any unused/unsold beds in your room. Thank you for your consideration and understanding of this policy.

**FACILITIES:**

BBQ (Bring your own charcoal and food!)

Bicycle Hire --- £12 per day

Golf bags (3 balls included) rental --- £10 per day

Fishing rod + lure rental --- £8 per day

Darts

Guitar

Breakfast included

Common Room/TV Room

Free parking

Bicycle parking

Linen included

Lockers

Luggage storage

Outdoor terrace

Tours/travel desk

Towels for hire



## Document 4



TEL: +44 (0) 2890 240300

EMAIL: [info@odysseycoachtours.co.uk](mailto:info@odysseycoachtours.co.uk)

## Belfast City Tours

Take one of our Belfast City Tours which depart regularly from Victoria Square shopping mall at Chichester Street, right in the middle of Belfast city centre.

See how our city was born during a time of industry and engineering, survived famine, disease, bombing raids and of course our recent political troubles, to now being one of the most exciting cities in Europe.

Belfast is now home to a buzzing night scene, world-class entertainment at one of our top-quality venues, gourmet cuisine and world-renowned hospitality.

We do not forget our recent history though, and any visitor can learn about the political wall murals on the Falls and Shankill Roads, the peace line and recent civil unrest through our talented local tour guides.

Our Belfast bus tours are available in 6 languages.

### **Belfast City Tours General Info:**

Our hop on/hop off Belfast bus tours provide you with a comprehensive look at our very special city. Your ticket is valid for 48 hours, to allow you to explore every area and district of this unique place.

### **Tour prices:**

Adults: £12.50

Seniors: £10.50

Students: £10.50

Children: £6.00

Family (2 adults and 4 children): £31.00





**Our Belfast City Tours route includes:**

- The Titanic Shipyards; hop off at Titanic Belfast Attraction
- The Titanic Dock and Pumpouse
- Parliament Buildings and Stormont Estate – tours of the Parliament Buildings free of charge every hour, on the hour in July and August
- The new Laganside Area
- St George's Market
- The Old Cathedral Quarter
- High Street and Bridge Street
- The Albert Clock and St Anne's Cathedral
- The Crumlin Road Jail and Courthouse
- The Belfast Poorhouse
- The Belfast Peace Wall
- The Shankill Road and the Falls Road; political wall murals
- Queen's University
- Belfast City Hall and city centre

We are proud to be a fully accredited business, and we are the leading Belfast City Tours operator in Belfast and Northern Ireland. Travelling with us ensures that you enjoy a top-quality Belfast City Tour, along with;

- FREE hotel pick-up prior to the tour
- Live tour guide on every tour; fully qualified tour guides
- FREE kids club packs for our younger passengers
- The only wheelchair accessible Belfast bus tour
- The only multi-lingual bus tours in the city
- Discounts all over our wide city tour route
- 48-hour unlimited travel ticket
- Hop on/hop off anywhere you wish
- Combo tickets for our Giant's Causeway trip or other tours
- Superb fleet of open top buses and vehicles; covered buses for poor weather
- Convenient departure points throughout Belfast.

## Document 5

# Game of Thrones Tour of Northern Locations with Giant's Causeway



UK: 0844 2471 007 US: +44 20 7118 1007



The hugely popular Game of Thrones TV series is filmed all over Europe but many of the key locations are based in Northern Ireland. Highly recommended on Trip Advisor, the Game of Thrones Tour in Belfast will give you the chance to see iconic sites from Series 1 to 6. You will be travelling with the same company that actually transports the cast and crew, so we have the insider knowledge of which other companies can only dream.

Departing from central Belfast, you'll take a short stop at a location from Series 6, before heading off to the caves where Melisandre of Asshai gave birth to her 'shadow assassin'. Remember that the night is dark and full of terrors.

Lunch at the hometown of actors from the show, the small coastal town of Ballycastle. You are welcome to bring your own lunch – however, there will be a venue you will stop at on the tour where hot and cold food is served.

Your journey continues with a visit to the Camp of Renly Baratheon and gives you the chance to cross the famous Carrick-a-Rede Rope Bridge. The next destination is Lordsport, the port town on the island of Pyke, in the Iron Islands.

Explore The Giant's Causeway

A crucial part of any trip to Northern Ireland is to see the UNESCO-listed Giant's Causeway. Although it hasn't been featured in Game of Thrones, the spectacular site is a 'must see' where you will have approx 1 ½ hours to explore.

You'll have time for a quick photo stop at Dunluce Castle, the 17th century ruins, that was used as the exterior of the House of Greyjoy on the show.

The journey back to Belfast includes one final stop, the Dark Hedges, with its natural archway of intertwined trees. The road is one of Northern Ireland's most photographed locations and is the place where Arya Stark dressed as a boy to escape from King's Landing. Pose for pictures, then return to Belfast, where you will be dropped back in the centre of the city.

As there is walking as part of the tour, it may not be suitable for those with mobility problems.

Please note that this tour is not wheelchair accessible.

### **About this tour**

When?

- Daily at 9am except Monday (Oct–Feb)
- Daily at 9am (Mar–Sep)
- Private Tours available – see bottom of page.

How long?

- 9 hours

How much?

- Adult (16 years+): £35    Child (Under 16 years): £20
- Tour & 3\* Hotel package: £200 for 2 persons sharing per night

Meet where?

- Outside Visit Belfast Tourist Office, 9 Donegall Square, Belfast, BT1 5GJ (opposite Belfast City Hall).

End where?

- Visit Belfast Tourist Office

Inclusions?

- Driver, Guide, Mini Coach

Exclusions?

- Gratuities (optional). Car/Booster seats for children under 3 years. Cost for Carrick-A-Rede rope bridge (optional), Lunch (optional)

Private/Group Tours

- 1–2 persons (People Carrier with driver/guide): £360
- 3 persons (People Carrier with driver/guide): £400
- 4 persons (People Carrier with driver/guide): £440
- 5 persons (People Carrier with driver/guide): £570
- 6+ persons contact us for a quote

Disclaimer

This tour is independently operated by Brit Movie Tours. It is not sponsored, endorsed, or affiliated with HBO or anyone associated with Game of Thrones.

## Document 6

## Welcome to your 2017 *Handbook*

You'll find more than 500 places in this *Handbook*. Each one features a brief description of the stories and scenery that make it special. Plus some handy information to help you make the most of your visits. Here's what it all means...

### This table shows you when places are open

Example place		M	T	W	T	F	S	S
House								
11 Feb–4 Nov	11–5	M	T	W	T	F	S	S
5 Nov–28 Nov	11–5	M	T	W	T	F	S	S
1 Dec–9 Dec	10:30–4:30	M	T	W	T	F	S	
Last entry to house and tea-room 20 minutes before closing.								

These are seasonal opening times.

A letter means the place or facility is **open** on this day.

A grey dot means it's **closed**.

Any special notes about opening times are shown down here.

### These symbols tell you a bit about the place. You'll find them above its description

	Acquisition date
	Historic house
	Castle/fort
	Church/chapel
	Watermill
	Windmill
	Other buildings
	Public house
	Archaeological site
	Farm/farm animals
	Garden
	Countryside/park
	Coast
	Nature reserve
	Places to stay
	Campsite
	Licensed for weddings
	Available for functions

### These symbols tell you about accessibility. You'll find them towards the bottom of each listing

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

2 Need help? Contact Supporter Services Centre, National Trust, PO Box 574, Manvers, Rotherham, S63 3FH

## Giant's Causeway

44 Causeway Road, Bushmills,  
County Antrim BT57 8SU



Follow in the legendary footsteps of giants at Northern Ireland's iconic World Heritage Site. The famous basalt columns of the Causeway landscape, left by volcanic eruptions 60 million years ago, are home to more than Finn McCool. Its nooks and crannies are dotted with dainty sea campion, and defensive fulmars protect their cliff nests. Windswept walking trails wind through this Area of Outstanding Natural Beauty, with an all-accessible walk at Runkerry Head and more challenging terrain along the Causeway Coast Way. The interactive exhibition and innovative audio-guides unlock the secrets of the landscape and regale visitors with legends of giants.

**Eat, shop, stay:** light lunches and tasty snacks available in Visitor Centre café. Causeway Hotel bar and restaurant offer delicious lunch and evening meal menus based around fresh local produce. The award-winning gift shop showcases locally handcrafted gifts and exclusive Giant's Causeway souvenirs.

**Things to see and do:** **Indoors** Interactive exhibition brings the stories of the Causeway to life. **Outdoors** Audio-guides (11 languages) reveal the landscape's secrets. Walking trails for all abilities. Entertaining guided tours. Family fun events. **Dogs:** on leads only.



**Access:**   
**Visitor Centre** **Causeway Hotel**   
**Grounds**

**Parking:** on site and park and ride in Bushmills village.

**Find out more:** 028 2073 1855 or  
[giantscauseway@nationaltrust.org.uk](mailto:giantscauseway@nationaltrust.org.uk)

Giant's Causeway		M	T	W	T	F	S	S
<b>Stones and coastal path</b>								
Open all year	Dawn–dusk	M	T	W	T	F	S	S
<b>Visitor Centre</b>								
1 Jan–28 Feb	9–5	M	T	W	T	F	S	S
1 Mar–30 Jun	9–6	M	T	W	T	F	S	S
1 Jul–31 Aug	9–7	M	T	W	T	F	S	S
1 Sep–31 Oct	9–6	M	T	W	T	F	S	S
1 Nov–31 Dec	9–5	M	T	W	T	F	S	S

Last admission to Visitor Centre one hour before closing.  
Closed 24 to 26 December.

**Legends of giants abound at Giant's Causeway in County Antrim, above and below. This geological wonder, with its fabulous flora and fauna, is accessible to all**



418

Why not share your pictures with us? #nationaltrust



**Document 7**

## Causeway Hotel

Located on the UNESCO World Heritage site of the Giant's Causeway, The Causeway Hotel, built in 1836, offers en-suite accommodation, a bar, a restaurant and 24-hour front desk.

Guests can unwind with a drink at the on-site bar, with an extensive bar menu offering a range of tempting foods for all tastes. The restaurant offers stunning views across the bay to the Atlantic Ocean and features a wide menu.

The Giant's Causeway Visitor Centre is a mere 5-minute stroll away and all guests staying overnight will receive free entry.

This property also has one of the best-rated locations in Bushmills with panoramic views and old-world charm on this outstanding site.

### Causeway Hotel

Giants Causeway  
40 Causeway Road  
Bushmills  
BT57 8SU

Tel: +44 (28) 2073 1210

Email: [causewayhotel.reception@nationaltrust.org.uk](mailto:causewayhotel.reception@nationaltrust.org.uk)



The Causeway Hotel is the best place to stay and is the closest hotel to the beautiful UNESCO World Heritage site on the doorstep of the Giant's Causeway Visitor Centre. The Hotel offers free overnight parking; free WIFI & free breakfast to all overnight guests. The hotel offers 28 stylish, well-equipped guest rooms, all with en-suite bathroom. There is a mixture of rooms available including double, twin, triple and family.

All our guest bedrooms offer a comfortable stay with contemporary furnishings. To ensure your utmost comfort, each hotel room is equipped with all the necessities for a modern traveller.

Understanding that guests are here for different reasons, the hotel rooms are adapted to meet different needs. If you are here for business, the ample work station with access to free WiFi meets that crucial requirement.

Everybody loves to wind down and take a break so the room is also furnished with comfy chairs to catch up on that much needed reading time. It can also be your perfect sitting area when watching your favourite show on the latest flat screen TV. There are over 20 channels to choose from, covering your favourite news, sports, movies and soaps.

Make the most of your stay in the Causeway Hotel and help yourself to a cup of tea or coffee.

Room service is also available 24/7 with a great selection of signature dishes and local favourites.

*In-House Services available include:*

- en-suite bathrooms
- flat screen TV
- tea and coffee making facilities
- early arrival/late departure
- organised tours of Giant's Causeway and Visitor Centre\*
- assistance with onward travel

*\*Advanced bookings are recommended to avoid disappointment*

All rooms are located on the 1st floor. No rooms are wheelchair accessible.

You can be assured that during your stay with us you will enjoy the highest standards of service and hospitality.

Our hotel offers competitive rates. For further details please contact our reservations team on

+44 (28) 2073 1210 or email: [causewayhotel.reception@nationaltrust.org.uk](mailto:causewayhotel.reception@nationaltrust.org.uk)

<http://www.thecausewayhotel.com>

## Breakfast

Served daily from 8 am to 10 am – open to non-residents

## Lunch and Dinner

Food served daily from 12 noon to 8.30pm in the restaurant. Our freshly cooked selections include chunky chowder with wheaten bread, Irish stew and fish 'n' chips.

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