

X217/301

NATIONAL
QUALIFICATIONS
2011

FRIDAY, 3 JUNE
1.00 PM – 3.30 PM

TRAVEL AND
TOURISM
HIGHER

Candidates should answer **six** questions as follows.

All **four** questions in Section A (mandatory section covering Structure of the Travel and Tourism Industry and Marketing in Travel and Tourism: An Introduction)

BOTH questions in

either Section B (option covering The Scottish Tourism Product: An Introduction)

or Section C (option covering Tourist Destinations)

Questions in Section A are worth 16 marks. Questions in Section B and C are worth 18 marks.

Read the questions carefully before starting to answer and allow enough time to answer all six questions.



SECTION A

Answer ALL questions

Marks

1. (a) Give a definition of each of the following:
- (i) international tourism; 1
 - (ii) tourist night; 1
 - (iii) incentive travel; 1
 - (iv) tourism. 1
- (b) Many visitors are attracted by the natural heritage of Scotland.
- (i) Explain the role of the organisation known as Scottish Natural Heritage. 2
 - (ii) Describe **one** service that Scottish Natural Heritage provides. 1
- (c) The emergence of low cost airlines has had a major impact on air travel in the UK.
- (i) Name **two** low cost airlines operating in the UK. 1
 - (ii) Describe **two** ways in which these low cost airlines have changed air travel in the UK. 2
 - (iii) Give **two** reasons why low cost airlines may find it difficult to grow their business in the next few years. 2
- (d) In tourism statistics, "Purpose of visit" is usually divided into business, leisure and VFR.
- (i) Choose **one** of these and explain why it is important for Scottish tourism. 2
 - (ii) Conferences are an important element of business tourism.
Describe **four** services provided by a conference organiser. 2
- (16)**

- Marks*
2. (a) In travel and tourism, meeting the needs of the tourist is of vital importance.
Explain how the chain of distribution contributes to achieving this aim. 4
- (b) Name the “middlemen” in the travel and tourism industry and describe the role of each. 4
- (c) *“In the travel and tourism industry, integration is good for businesses but bad for customers.”*
Do you agree with this statement? Give reasons for your answer. 4
- (d) Explain the difference between public sector and private sector facilitators and give an example of each. 4
- (16)**

[Turn over

3. Read the following case study which refers to both questions 3 and 4.

Barry and Wendy set up the Westlands Farm Park two years ago. The park was developed based on sound advice and research supported by Scottish Enterprise. Westlands offers a fun day out for families and has a range of animals to see and interact with, including sheep (and lambs in Spring), pigs, goats, Shetland ponies, deer, rabbits, guinea pigs, ducks and geese. In addition, they provide the following facilities and services: small animal handling sessions, hand washing points, an adventure playground, a gift shop, a café (offering a range of snacks, cakes, biscuits, tea, coffee and soft drinks). They pride themselves on their friendly service and have recently won an award for customer care. All of their staff have attended Customer Service courses. During their two years in business, they have established a loyal customer base and enjoy a high level of repeat business. As a result, they look set to make a profit within the next twelve months. They regularly ask their customers for feedback, both informally (by talking to them) and formally, using questionnaires. They are now going to look at the marketing plan for the next two years.

- (a) Does Westlands Farm Park have a market orientation or a product orientation? Give **three** reasons to justify your choice. **3**
- (b) VisitScotland operates a Quality Assurance Scheme for visitor attractions. Describe **three** benefits joining this scheme would offer **to** the farm park. **3**
- (c) When setting a price for entry to the park, what factors should Barry and Wendy have considered? Include at least **four** factors. **4**
- (d) Evaluate the product currently being offered at Westlands Farm Park by producing a SWOT analysis. Your SWOT analysis must focus only on the product, and must not include the other elements of the marketing mix. **6**
- (16)**

- | | <i>Marks</i> |
|--|--------------|
| 4. Refer to the case study. | |
| (a) Suggest four methods of promotion that Barry and Wendy could use to attract additional business. | 4 |
| (b) For each method of promotion suggested in question 4(a), explain how you would evaluate its effectiveness. You must choose a different method of evaluation for each. | 4 |
| (c) Explain the role of customer service as a marketing tool for Westlands Farm Park. | 4 |
| (d) Barry and Wendy have been advised to develop a marketing plan covering the next two years of operation. As part of this plan, they must set objectives. Suggest four objectives that they could include which must be realistic, specific, achievable and measurable within the period of the plan. | 4 |
| | (16) |

[END OF SECTION A]

Answer BOTH questions from EITHER Section B OR Section C

SECTION B

Marks

The Scottish Tourism Product: An Introduction

5. (a) Identify each of the following tourist destinations on **Map 1**.
- (i) Town A
 - (ii) Town B
 - (iii) Man-made feature C
 - (iv) River D
 - (v) Loch E
- 5
- (b) Locate the following tourist destinations on **Map 1**.
- (i) Tiree
 - (ii) Portree
 - (iii) Ben Lomond
 - (iv) Glenmore Forest Park
 - (v) Cromarty Firth
- 5
- (c) Name a location for the following:
- (i) an event attraction in the Scottish Borders;
 - (ii) a natural attraction in Skye;
 - (iii) a named man-made attraction in Burn's Country.
- 3
- (d) For **either** the island of Arran **or** the island of Orkney, provide the following important tourist information:
- (i) a description of the location of the island in Scotland;
 - (ii) the appeal of the island to the tourist;
 - (iii) a ferry terminal on the island;
 - (iv) a named visitor attraction;
 - (v) a natural feature.
- 5

(18)

6. (a) Twenty members of the Scotia Society, a Scottish history society based in Toronto are making a “Homecoming” visit to the Grampian Mountains of Scotland.
- (i) Provide a description of the Grampian Mountains. 2
- (ii) Explain why this area would be of particular interest to the Scotia Society. 1
- (iii) Give a detailed explanation of **one** strength and **one** weakness of the Scottish Tourism Product that may affect their visit. 2
- (iv) Devise a 5 day 4 night itinerary of the Grampian area, starting at Perth and finishing at Inverness. The itinerary should have 4 named overnight stops, a detailed description of the tour route taken between the overnight stops and **one** named attraction that they could visit on each of the days. The attractions should include:
- **one** named natural feature;
 - **two** Historic Scotland visitor attractions;
 - **one** country or **one** forest park. 8
- (b) Chuck MacLean, a member of the Scotia Society, wishes to return to Scotland with his wife and teenage family but this time he wants to visit the Central Lowlands and experience a more active holiday.
- (i) Suggest **two** activities they could participate in and for each provide a named venue. 2
- (ii) Name a coastal path they could walk. 1
- (iii) Chuck is interested in visiting industrial heritage sites during his stay. Name **two** industrial heritage sites in the Central Lowlands he could visit and explain the importance of each one as a visitor attraction. 2
- (18)**

[Turn over for SECTION C on Page eight

SECTION C

Tourist Destinations

Marks

7. (a) Identify each of the following tourist destinations on **Map 2**.
- (i) Country A
 - (ii) City B
 - (iii) Man-made feature C
 - (iv) River D
 - (v) Lake E
- 5
- (b) Locate the following tourist destinations on **Map 2**.
- (i) Tasmania
 - (ii) Buenos Aires
 - (iii) Mount Everest
 - (iv) Yosemite National Park
 - (v) Caribbean Sea
- 5
- (c) Name a location for the following:
- (i) an event attraction in Brazil;
 - (ii) a natural attraction in Kenya;
 - (iii) a man-made attraction in Australia.
- 3
- (d) For **either** Peru **or** South Africa, provide the following important tourist information.
- (i) A description of the location of the country.
 - (ii) The appeal of the country to the tourist.
 - (iii) A main entry airport.
 - (iv) A visitor attraction.
 - (v) A natural feature.
- 5

(18)

8. Nell Buchanan is a sales manager for a multinational computer company. She has been invited to attend a conference in Japan followed by a sales trip to India.

(a) For **either** Japan **or** India provide the following information.

- | | |
|--|---|
| (i) A full description of the location of the country. | 2 |
| (ii) A brief description of the appeal of the country to the business tourist. | 1 |
| (iii) The time difference between your chosen country and the UK. | 1 |
| (iv) One example of a traditional arts and crafts souvenir that she could buy. | 1 |
| (v) Two visitor attractions that she could visit. | 2 |
| (vi) One event attraction. | 1 |

(b) Before returning home, Nell decides to visit family in New Zealand. She is interested in watersports (either coastal or river based), trekking and extreme sports.

- | | |
|--|---|
| (i) Give a detailed description of New Zealand's suitability for these outdoor activities. | 2 |
| (ii) Describe fully the location of the country. | 1 |
| (iii) Give a brief description of the climate. | 1 |
| (iv) Give the time difference from the UK to the country and name a main gateway airport. | 2 |
| (v) Suggest two suitable locations for sporting activities and for each name the activity she could participate in. | 2 |
| (vi) Give an example of an area of outstanding natural beauty not mentioned in (v) above which she could visit during her stay in New Zealand. | 1 |
| (vii) What would be the possible health/safety risks of undertaking an active holiday in New Zealand? | 1 |

(18)

[END OF QUESTION PAPER]

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FOR OFFICIAL USE

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FRIDAY, 3 JUNE
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TRAVEL AND
TOURISM
HIGHER
Blank Maps for use with
Questions 5 and 7

Fill in these boxes and read what is printed below.

Full name of centre

Town

Forename(s)

Surname

Date of birth

Day Month Year

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Scottish candidate number

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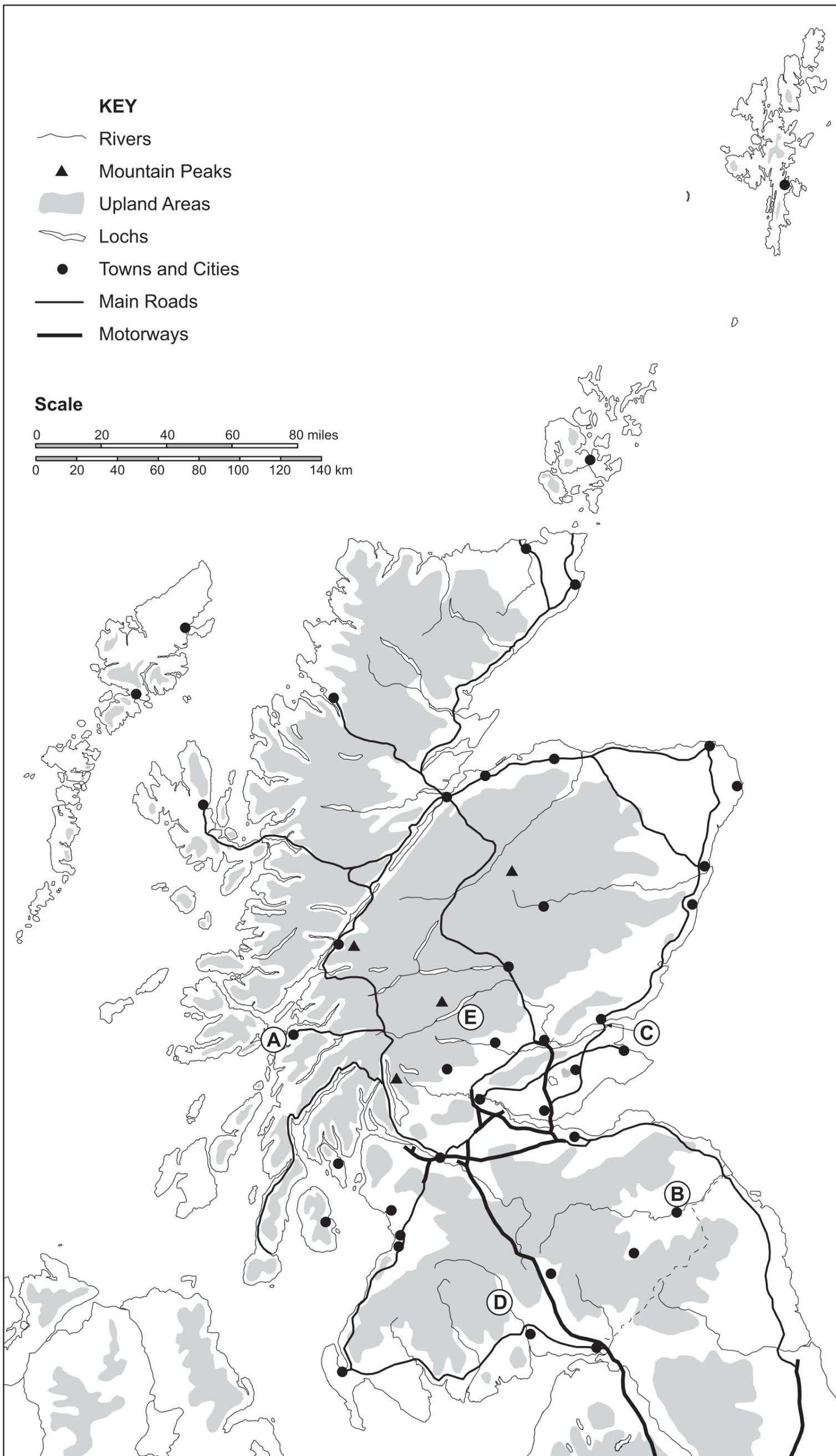
Number of seat

To be inserted inside the front cover of your answer book and returned with it.



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Map 1 Question 5



Map 2 Question 7

