

X217/12/01

NATIONAL
QUALIFICATIONS
2013

THURSDAY, 23 MAY
9.00 AM – 11.30 AM

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) tourism; 1
 - (ii) tourist trip; 1
 - (iii) tourism generating country; 1
 - (iv) leisure day visit. 1
- (b) Explain the role of the Civil Aviation Authority and give **three** examples of the functions it performs. 4
- (c) The services provided by the hospitality sector of the travel and tourism industry are vital to the visitor experience.
- (i) Give examples of **two** of the services this sector provides. 1
 - (ii) EatScotland is a quality assurance scheme operating in the hospitality sector. Explain the purpose of this scheme and give a brief description of how it operates. 3
 - (iii) Give **two** reasons why the hospitality sector is an important sector of the travel and tourism industry. 2
- (d) Worldwide political and economic conditions have an impact on travel and tourism businesses.
- Give **two** examples of recent political **and/or** economic events. For each example describe the impact this has had on the tourism industry. 2
- (16)**

2. Read the following case study.

UK Airways is a very large well established international airline which offers flights on worldwide premium routes, including long haul, and is based in a major hub airport in the UK. UK Airways has recently taken over UK based Southern British International which is licensed to operate flights to Europe, the Middle East and Africa but has recently been operating at a significant loss. Southern British International also operates from the same major hub airport.

- (a) UK Airways is a scheduled airline. Explain the difference between a scheduled airline and a chartered airline. 2
- (b) The takeover by UK Airways of Southern British International is a form of integration. Name the specific type of integration that has taken place in this example and explain your answer. 2
- (c) Describe **one** benefit this integration might provide for UK Airways and **one** benefit it might provide for Southern British International. You must choose a different benefit for each airline. 2
- (d) Identify **one** potential negative impact this integration might have for staff employed by both airlines. 1
- (e) Identify **one** potential negative impact this integration might have for customers. 1
- (f) Name a low cost airline. Give **one** advantage and **one** disadvantage to the customer of travelling with a low cost airline. 3
- (g) Draw a diagram which illustrates the structure of the travel and tourism industry. 5
- (16)**

[Turn over

3. Read the case study.

The chairman of VisitScotland has stated that he believes the tourism industry can grow the Scottish economy “beyond all expectations”. He believes that the industry must exploit the opportunities offered by the worldwide media coverage generated by large sporting and cultural events held in Scotland and translate this coverage into visits to Scotland. He goes on to state that this can only be delivered “if everyone works together”. He also identifies the need to provide “a welcoming face to every visitor, create new products, improve visitor access, encourage investment” and ensure that those working in the industry are “well supported and trained.”

- (a) Explain the role of VisitScotland.

1
 - (b) The chairman states that the success of Scottish tourism depends on everyone in the industry “working together”. Explain why the sectors of the Scottish tourism industry are interdependent.
Use examples to support your answer.

4
 - (c) Explain why events are important for Scottish tourism.

2
 - (d) The chairman suggests that the tourism industry must “improve visitor access” in order to increase visitor numbers.
Give **three** examples of how the “Place” element of the Marketing Mix can be improved.

3
 - (e) Name the other elements of the marketing mix. Give **one** example of how **each** of them can be used to improve the success of Scottish tourism.

6
- (16)**

4. Refer to the case study in Question 3. *Marks*
- (a) The chairman expresses the view that those working in the industry must “provide a welcoming face to every visitor”. State ways that quality customer service provides a competitive advantage in the global tourism market. **4**
- (b) Describe the key principles of customer service which contribute to the delivery of a quality visitor experience. **4**
- (c) VisitScotland invests every year in providing research statistics for tourism businesses.
- (i) Provide **two** reasons why it is important to make this investment in research. **2**
- (ii) Data can be obtained through tourist organisations and from internal records.
- Give **one** example of data that can be obtained through tourist organisations and **one** example of data that can be obtained from internal records. For each one, explain how a tourism business can use the data to improve its marketing. **4**
- (d) Explain the difference between qualitative and quantitative research and give **one** method of gathering qualitative data and **one** method of gathering quantitative data. **2**
- (16)**

[END OF SECTION A]

[Turn over

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 shown on **Map 1**.
- (i) City A
 - (ii) Town B
 - (iii) Natural feature C
 - (iv) Island D
 - (v) River E 5
- (b) Locate the following tourist destinations on **Map 1**.
- (i) Arran
 - (ii) Cuillin Hills
 - (iii) Galloway Forest Park
 - (iv) Inverness
 - (v) Pentland Firth 5
- (c) Name **one** natural tourist attraction in:
- (i) Orkney Islands;
 - (ii) Perthshire and Kinross;
 - (iii) Royal Deeside and the Grampians. 3
- (d) Select **one** of the areas mentioned in (c) above and provide the following important tourist information for potential customers.
- (i) Brief description of the location of the area in Scotland. 2
 - (ii) A named event attraction. 1
 - (iii) A named man-made tourist attraction. 1
 - (iv) The appeal of the area. 1
- (18)**

6. (a) Mr and Mrs Booth from Exeter are planning a break to the tourist area of Edinburgh, Lothian and the Borders before Mr Booth starts his new job in Edinburgh. They are not familiar with Scotland and want to get a flavour of the country.

Provide the following information to help them make the most of their break.

- (i) Describe the appeal of Edinburgh, Lothian and the Borders. 2
- (ii) Identify **two** locations where they could pursue outdoor or sporting activities. For each location name the activity they would do there. 2
- (iii) Devise a 5 day 4 night itinerary of the Edinburgh, Lothian and the Borders area, starting and finishing at Edinburgh (but not staying overnight there). 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.

Your itinerary should include **one** of the following:

- a named natural feature
- a man-made visitor attraction
- a country park **or** nature reserve. 7

- (b) A Spanish walking club wants to spend some time touring and walking the Western Highlands of Scotland. They will fly into Glasgow Airport and travel by minibus to Fort William where their tour begins.

Provide the following information.

- (i) A description of the Western Highlands of Scotland and why this area would be attractive to the Spanish tourists. 2
- (ii) Name a national park **and** a mountain above 1000 metres that they will pass on their journey from Glasgow Airport to Fort William. 2
- (iii) Briefly describe the route naming **one** physical feature (not mentioned in part (ii)) they would pass between Glasgow Airport and Fort William. 2

- (c) The group are interested in walking along part of a long distance footpath during their visit to Scotland. Name a long distance footpath that they could visit. 1

(18)

[Turn over for SECTION C on Page eight

SECTION C

Tourist Destinations

Marks

7. (a) Identify each of the following tourist destinations shown on **Map 2**.
- (i) Country A
 - (ii) City B
 - (iii) Natural feature C
 - (iv) Island D
 - (v) River E
- 5**
- (b) Locate the following tourist destinations on **Map 2**.
- (i) Sicily
 - (ii) Caribbean Sea
 - (iii) Finland
 - (iv) Singapore
 - (v) River Danube
- 5**
- (c) Name **one** natural tourist attraction in:
- (i) Japan
 - (ii) India
 - (iii) Egypt
- 3**
- (d) Select **one** of the countries mentioned in part (c) above and provide the following important tourist information for potential customers.
- (i) Capital city.
 - (ii) A brief description of the location of the country.
 - (iii) An example of local cuisine.
 - (iv) One man-made tourist attraction.
 - (v) The currency used.
- 5**
- (18)**

8.

Artvac is a company which organises holidays for amateur artists and painters. The company is looking to expand its range of destinations into Canada, South Africa and Brazil so that its clients could visit sites of artistic interest, which would include aspects of the country's landscape, architecture and sporting appeal.

(a) Choose from Canada **or** South Africa **or** Brazil and answer the following.

- (i) The main entry airport and flying time from the UK. 2
- (ii) Give a brief description of the location of the country. 2
- (iii) For your chosen country give examples of:
- an area of outstanding natural beauty;
 - an example of architectural **or** other man-made attractions;
 - a sporting activity. 3

Maratours is a travel company specialising in adventure holidays for senior school students to long haul destinations. They offer stopovers to either Hong Kong or Bangkok on the outbound journey and either San Francisco or Las Vegas on the return journey.

(b) Choose **one** of the outbound stopovers and **one** of the return stopovers and:

- (i) describe the geographical location of **each** stopover;
- (ii) identify **one** place at each stopover which would be of interest to the students;
- (iii) give an example of arts and crafts souvenirs that the students could purchase at **each** stopover. 6

(c) The travel company want to expand into Kenya, New Zealand and Peru and offer expeditions which will include activities such as long distance off-road trekking, watersports (either coastal **or** river based) and studying of the local plants and wildlife.

- (i) Choose **one** of the countries listed above and give a brief description of the main appeal of your chosen destination for the expeditions. 2
- (ii) State **two** possible health and/or climatic effects of undertaking an adventure holiday to your chosen destination. 1
- (iii) What is the time difference between Britain and the main gateway airport of your chosen destination? 2

(18)

[END OF QUESTION PAPER]

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THURSDAY, 23 MAY
9.00 AM - 11.30 AM

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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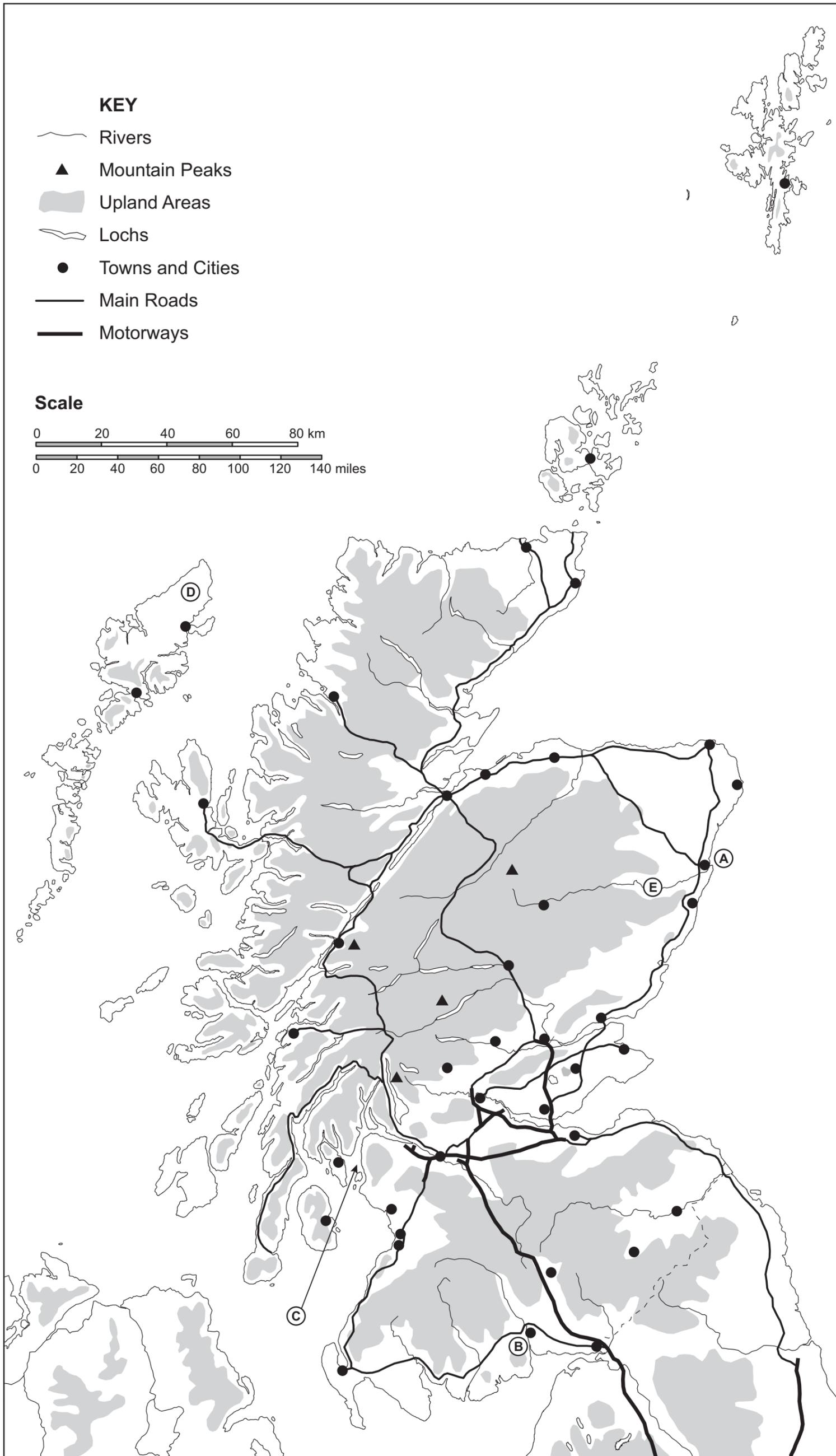
Number of seat

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

