

FOR OFFICIAL USE

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Total

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X217/11/01

NATIONAL WEDNESDAY, 30 MAY
QUALIFICATIONS 9.00 AM – 10.45 AM
2012

TRAVEL AND
TOURISM
INTERMEDIATE 2

Fill in these boxes and read what is printed below.

Full name of centre

| |
|--|
| |
|--|

Town

| |
|--|
| |
|--|

Forename(s)

| |
|--|
| |
|--|

Surname

| |
|--|
| |
|--|

Date of birth

Day Month Year

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

Scottish candidate number

| | | | | | | | | | |
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Number of seat

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Candidates should answer all questions.

Read the questions carefully before starting to answer and allow enough time to answer all questions. Answers should be clearly expressed and relevant to the question.

Before leaving the examination room you must give this booklet to the Invigilator. If you do not, you may lose all the marks for this paper.



Marks

Question 1

(a)

Mr Fleming works for a large department store in Glasgow. He is flying down to the company's headquarters in London to attend a meeting and will be required to stay overnight before returning to Glasgow the next day.

Give **three** reasons why Mr Fleming will be classified as a tourist.

Reason 1 _____

Reason 2 _____

Reason 3 _____

3

(b) Mr Fleming's company booked him on a scheduled flight.

(i) Give **two** reasons why business people often use scheduled flights.

Reason 1 _____

Reason 2 _____

2

(ii) Name **one** airline that operates scheduled flights.

1

(c) Give **two** reasons why business travel is an important part of the tourism industry.

Reason 1 _____

Reason 2 _____

2

(8)

Marks

Question 2

- (a) Billy Butlin opened his first holiday camp in 1936.

Give **two** reasons why holiday camps were so successful when they opened.

Reason 1 _____

Reason 2 _____

2

- (b) Give
- one**
- example from the first half of the
- twentieth century**
- (1900–1950) of the following.

- (i) A
- political**
- development that helped boost the tourism industry.

- (ii) A
- technological**
- development that helped boost the tourism industry.

2

- (c) After World War II there was an increased interest in overseas travel. Give
- two**
- reasons why the war stimulated overseas travel.

Reason 1 _____

Reason 2 _____

2

- (d)
- Complete**
- the table below by
- ticking**
- if the statements concerning current trends in tourism are True
- or**
- False.

| Statement | True | False |
|---|------|-------|
| Demand for golfing holidays is currently in decline | | |
| Spa breaks are growing in popularity | | |
| One trend is continued growth in cruise holidays | | |
| City breaks are declining in popularity | | |

2

(8)

Marks

Question 3

- (a) Tourism providers can be classified as **Public**, **Private** or **Voluntary**.
Complete the table below by **ticking** the appropriate box.

| | Public | Private | Voluntary |
|-----------------------------|---------------|----------------|------------------|
| Tourist Information Centre | | | |
| Virgin Atlantic | | | |
| National Trust for Scotland | | | |
| Historic Scotland | | | |

2

- (b) **Explain** what is meant by a publicly funded organisation.

1

- (c) Give **two** advantages and **two** disadvantages of working in the tourism industry.

Advantage 1 _____

Advantage 2 _____

Disadvantage 1 _____

Disadvantage 2 _____

4

(7)

[Turn over for Question 4 on *Page six*

Question 4

“Tree Top Adventures”



A new activity centre called “Tree Top Adventures” has opened within a forest location in the Scottish Highlands. It includes ladders, ropeways and zip-wires that allow people to move through the tree tops. There is also a restaurant, café, picnic area and souvenir shop for visitors.

Market research has identified several consumer groups that the centre will target. These include educational establishments, such as universities and secondary schools, but **not** primary schools.

(a) Give **two** reasons why primary schools are **not** being targeted by the centre.

Reason 1 _____

Reason 2 _____

2

Marks

Question 4 (continued)

- (b) The small tourist village of Inverballoch is only five kilometres, along a narrow road, from Tree Top Adventures. The residents of Inverballoch have mainly welcomed the new centre, but some local people have said that it will cause problems.

Give **two** advantages and **two** disadvantages that local residents may have raised about the new centre.

Advantage 1 _____

Advantage 2 _____

Disadvantage 1 _____

Disadvantage 2 _____

4

- (c) The activity centre is closed between November and March.

Give **two** possible reasons for it being closed during this period.

Reason 1 _____

Reason 2 _____

2
(8)

[Turn over

Marks

Question 5

- (a) The management team at Tree Top Adventures described in Question 4 have produced a leaflet to promote the centre. They plan to place the leaflet in Tourist Information Centres.

Suggest **two** other locations where leaflets could be placed to help attract visitors to the centre.

2

- (b) Give **three** reasons why leaflets are a common form of marketing for visitor attractions.

Reason 1 _____

Reason 2 _____

Reason 3 _____

3
(5)

[Turn over for Question 6 on *Page ten*

Marks

Question 6

The Lochside Hotel

MOST ROMANTIC HOTEL IN THE UK
as awarded by the AA

AUTUMN BREAKS OFFER

3 nights for the price of 2 including breakfast

Prices from £60.00 per person per night
Log fires, candlelit dinners and satisfying food.
Shellfish fresh from the boat

Telephone: 01472 832226



(a) The advert above for the Lochside Hotel which was placed in a national newspaper resulted in an increase in sales.

(i) **Explain fully** why this advert is effective.

4

(ii) Give **two** other ways that the advert could have been made more effective.

1 _____

2 _____

2

Marks

Question 6 (continued)

(b) **Explain** why advertising is important for businesses.

2
(8)

[Turn over

[Turn over for Question 8 on *Page fourteen*

Question 8

Marks

- (a) As a new member of staff at a visitor attraction in Dundee you are undergoing training on the importance of body language and have been asked to complete the following table.

One example is given. Give **two** further appropriate examples in each column.

| Body language Do's and Don'ts | |
|--|--------------------------------|
| <input type="checkbox"/> DO | <input type="checkbox"/> DON'T |
| Lean forward when listening to someone | Stand with your arms folded |
| | |
| | |

4

- (b) Body language is one of the key principles of customer service. Give another **two** key principles that staff working in the travel and tourism industry should be aware of.

1 _____

2 _____

2

- (c) As part of your training you have been asked to study a visitor satisfaction survey for the attraction, part of which is shown in Diagram Q8 on *Page fifteen*.

- (i) Why is it important for attractions to get feedback from their customers by this means?

1

- (ii) Why do attraction operators want to know if their visitors would recommend the attraction?

1

(8)

Question 8 (c) (continued)

Diagram Q8

FOR REFERENCE ONLY—DO NOT COMPLETE

VISITOR SATISFACTION SURVEY

Please rate the following facilities & services at the attraction
(1=excellent & 5=poor)

1 Attraction Entrance

Cleanliness 1 2 3 4 5

Attractiveness 1 2 3 4 5

2 Attraction Staff

Availability of staff 1 2 3 4 5

Helpfulness of staff 1 2 3 4 5

Friendliness of staff 1 2 3 4 5

3 Attraction Cafe

Quality of Food 1 2 3 4 5

Choice of dishes provided 1 2 3 4 5

4 Would you visit the attraction again? YES NO

5 Would you recommend us to other people? YES NO

Any additional Comments:

Thank you for taking the time to complete our survey.

Each completed survey has a chance to win a family season ticket to the attraction. Please complete the contact section on the back of this form. Best of luck!

Marks

Question 9

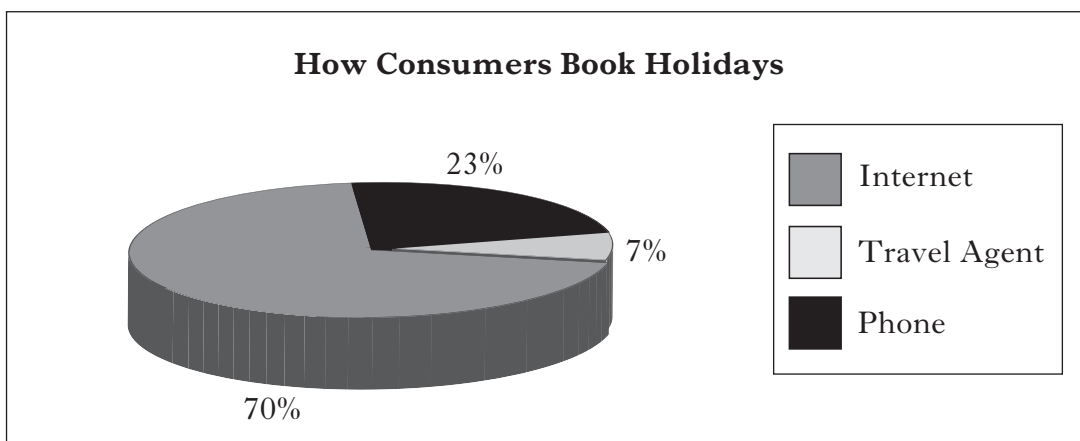
- (a) Sharon Scott has recently opened a new luxury B&B on the Clyde Coast and will be working in partnership with her brother Ewan who studied Information and Communications Technology (ICT) at college.

Give **four** different ways that Sharon and Ewan could use ICT to enhance the **promotion** of their B&B.

- 1 _____
- 2 _____
- 3 _____
- 4 _____

4

- (b) The diagram below, taken from a recent survey, indicates that 70% of consumers now use the Internet to book their holidays.



In addition to booking holidays give **two** examples of what tourists might use the Internet for to help them plan their holiday.

- 1 _____
- 2 _____

2

- (c) Name **two** other ICT applications which tourists can use when planning and arranging their holidays.

- 1 _____
- 2 _____

2
(8)

Marks

Question 10

Study the map of the British Isles in Diagram Q10 and identify the tourist destinations marked 1 to 5.

City 1 _____

River 2 _____

Scenic Feature 3 _____

Scenic Area 4 _____

Coastal Resort 5 _____

(5)

Diagram Q10



Marks

Question 11

Study the map of Europe in Diagram Q11 and identify the tourist destinations marked 1 to 5.

Country 1 _____

City 2 _____

Island 3 _____

Coastal Region 4 _____

Scenic Area 5 _____

(5)

Diagram Q11



Marks

Question 12

Study the map of the USA and the Caribbean in Diagram Q12 and identify the tourist destinations marked 1 to 5.

Island 1 _____

Resort 2 _____

City 3 _____

State 4 _____

Physical Feature 5 _____

(5)

Diagram Q12



Question 13

Nicola Watson is an art teacher at a Secondary School in Glasgow. In response to the flyer below, she is now planning an educational study trip to London for senior pupils.

3 DAY ART STUDY TRIP TO LONDON FROM £159 BY RAIL

Visit London's world famous art galleries and museums with LST.

London is a favourite for school groups and is one of Britain's greatest educational resources with the largest concentration of museums, galleries and cultural attractions.

We offer high quality educational tours that are ideal for groups of students of all ages.

Excellent value for money with free itinerary planning service included

Sample Itinerary – 3 DAYS TO LONDON BY RAIL

| | |
|-------|--|
| DAY 1 | Morning departure from nearest train station and arrive at your accommodation for evening dinner. Depending on the location of your school, you may be able to include visits on this day. |
| DAY 2 | Visits to the National Gallery, Tate Britain and the Tate Modern. |
| DAY 3 | Morning departure. You may be able to include further visits on this day, depending on the location of your school. Return to school. |

Our experienced team are always happy to help with any enquiry or provide information you need.

If you would like to get in touch with us then please use any of the contact details below.

Phone: Email: Website
0845 2937964 info@lst.co.uk www.LST.co.uk

Marks

Question 13 (continued)

As an employee of LST, provide Nicola with the following information to help her plan the trip.

Departure point from Glasgow _____

Arrival point in London _____

Suitable accommodation type _____

Suggestion for a suitable night out on Day 1 at a named attraction _____

Possible visit to a named attraction on Day 3 _____

(5)

[Turn over

Marks

Question 14

The Fraser family from Inverness want to spend two weeks in a winter sports resort in Europe during the Christmas holidays. They are all keen skiers and have an interest in physical geography.

They have not been abroad on this type of holiday before and have phoned your travel agency for you to provide them with information and to organise a complete package for them.

- (a) Complete the following table outlining your recommended winter sports resort.

| | |
|--|--|
| Recommended resort | |
| Approximate flight time from Scotland | |
| Appropriate gateway airport | |
| Suggest a visitor attraction or scenic feature which is specific to the resort | |
| A local food or drink speciality they should try | |

5

- (b) Give **one** advantage and **one** disadvantage for the Fraser family of going to a European resort, rather than visiting a domestic resort such as Aviemore.

Advantage _____

Disadvantage _____

2
(7)

Marks

Question 15

Keith Hamilton is a presenter of a holiday item on a new breakfast show.

You are a travel journalist that Keith will be interviewing about European city breaks.

For **either Paris or Amsterdam** complete the following scenario by giving possible answers.

Chosen Destination _____

(a) How long would it take our viewers in Scotland to fly to this city?

_____ **1**

(b) What airport would they arrive at?

_____ **1**

(c) What **two** tourist attractions should they make a point of visiting during their stay?

1 _____

2 _____ **2**

(d) Can you recommend **one** day trip in the surrounding area that may interest them?

_____ **1**

(e) European city breaks have become increasingly popular over the years. Can you give us **one** reason as to why this has been the case?

_____ **1**

(6)

[END OF QUESTION PAPER]

| | Marks | Out of |
|--------------|--------------|---------------|
| Question 1 | | 8 |
| Question 2 | | 8 |
| Question 3 | | 7 |
| Question 4 | | 8 |
| Question 5 | | 5 |
| Question 6 | | 8 |
| Question 7 | | 7 |
| Question 8 | | 8 |
| Question 9 | | 8 |
| Question 10 | | 5 |
| Question 11 | | 5 |
| Question 12 | | 5 |
| Question 13 | | 5 |
| Question 14 | | 7 |
| Question 15 | | 6 |
| Total | | 100 |

ACKNOWLEDGEMENTS

Question 4—Photograph of “Tree Top Adventures”. Permission is being sought from Wales in Style.

Question 6—Automobile Association (AA) accommodation logo. Reproduced by kind permission of Automobile Association.