

FOR OFFICIAL USE

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Total

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X217/201

NATIONAL
QUALIFICATIONS
2009

THURSDAY, 4 JUNE
1.00 PM – 2.45 PM

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

--	--	--	--	--	--	--	--	--	--

Number of seat

--

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.



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Marks

Question 1

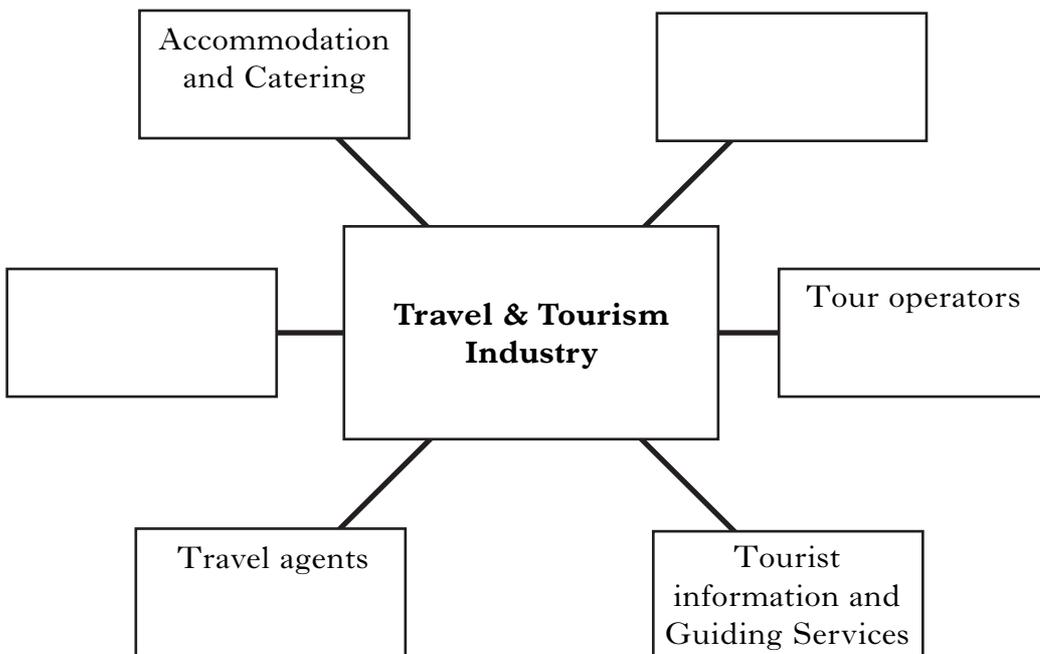
- (a) Mr and Mrs Hamilton from New York are spending two weeks visiting their daughter Louise who is studying at St Andrews University. They will be described as tourists because they are travelling away from home. Give **two** other reasons which explain why they can be described as tourists.

Reason 1 _____

Reason 2 _____

2

- (b) The travel and tourism industry has many sectors. Four are shown in the diagram below. Complete this diagram by adding **two** others in the empty boxes.



2

- (c) (i) Explain what is meant by the term **business tourism**.

- (ii) Give an example.

2
(6)

[Turn over

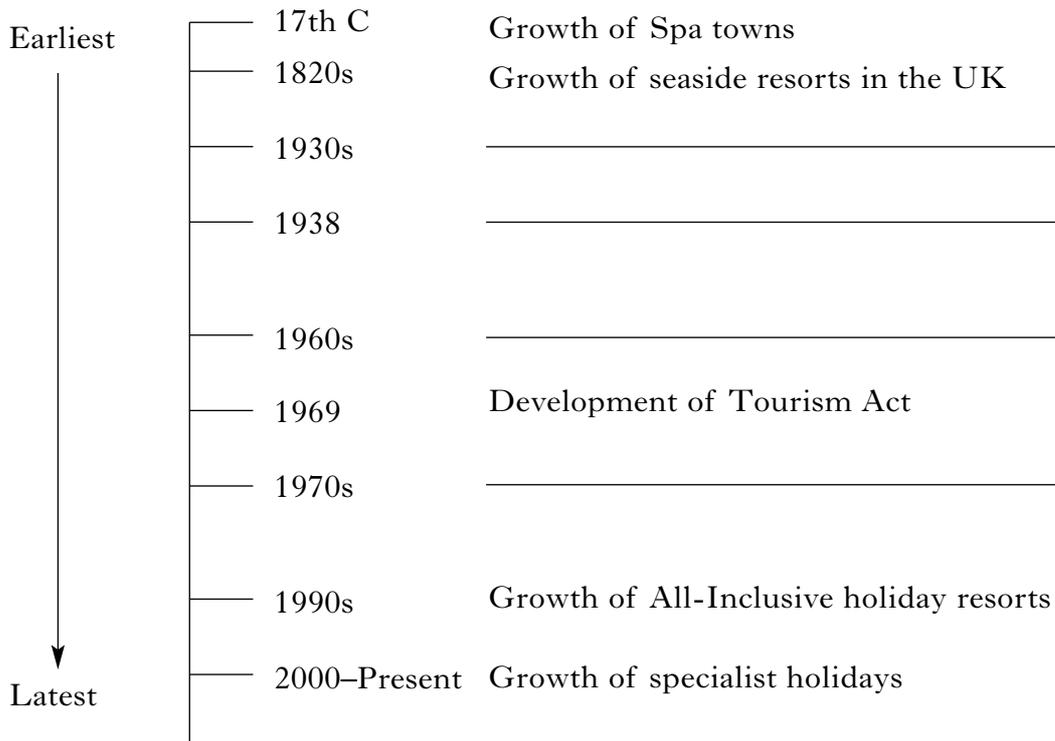
Marks

Question 2

(a) The timeline below shows five of the main events which contributed to the growth of the tourist industry.

Four other important events are listed below. Place these at the appropriate blank spaces on the timeline.

- Development of wide-bodied jets (eg Boeing 747)
- Beginning of package holidays to Identikit resorts
- Holidays with Pay Act
- Opening of the first Holiday Camps in the UK (eg Butlins)



3

(b) (i) Explain what is meant by “package holidays to Identikit resorts”.

2

(ii) Name an example of this type of resort.

1

Marks

Question 2 (continued)

(c) In what ways did the 1969 Development of Tourism Act help the growth of the UK travel and tourism industry?

2
(8)

[Turn over

Marks

Question 3

(a) Identify **two** current trends in **domestic** tourism, ie within the UK.

Trend 1 _____

Trend 2 _____

2

(b) Providers of tourist attractions and services can be classified as **Public**, **Private** or **Voluntary**.

Look carefully at the providers in the list below and place them in the appropriate column in the table. A correct example has been provided for you in each column.

- Libraries and Art Galleries
- Theme Parks
- National Trust Properties
- Transport Companies

Public	Private	Voluntary
Tourist Information Centres	Hotels and Guest Houses	Youth Hostels

4

(c) Voluntary and Public providers of travel and tourism services can get money in similar ways. Give **two** ways of obtaining this money.

1 _____

2 _____

2

(8)

[Turn over for Question 4 on *Page eight*

Marks

Question 4



The picture above shows mass tourist development in a Mediterranean coastal area.

Describe the possible **negative** social, cultural and environmental impacts such developments may bring.

Social Impacts

Marks

Question 4 (continued)

Cultural Impacts

Environmental Impacts

(6)

[Turn over

Marks

Question 5



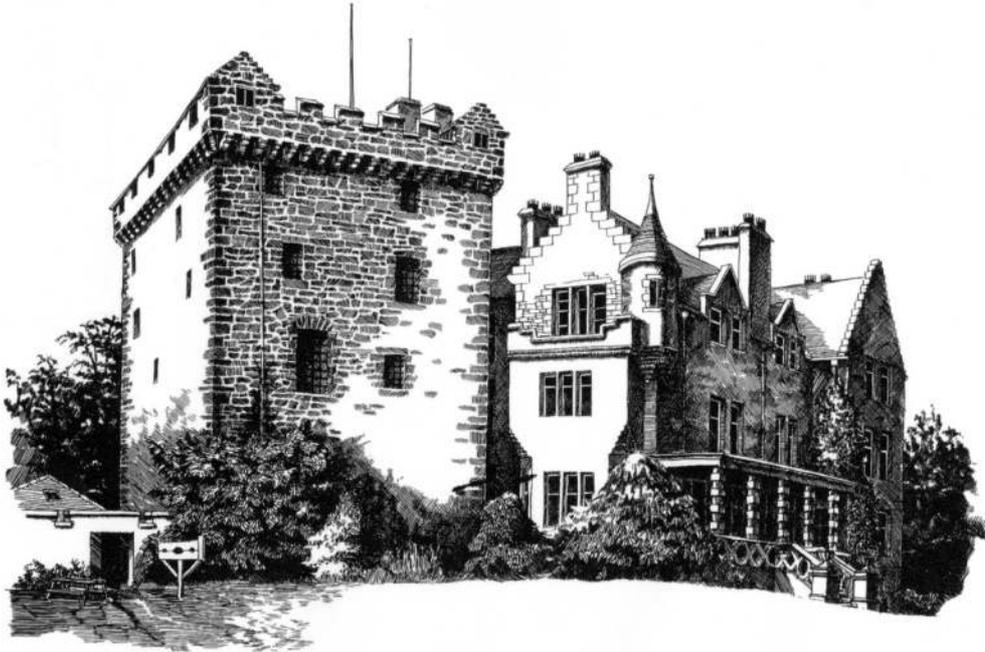
The pictures above show tourism development on an island destination where the principles of “green tourism” have been carefully applied.

(a) (i) Explain what is meant by green tourism.

1

Question 6

Invershalloch House



- Open from 1 April to 1 October
- Set in peaceful parkland containing extensive walled gardens
- Major collection of sculptures, paintings and period furniture
- Tearoom and local craft shop
- Car and limited coach parking (pre booking recommended for coaches)
- Museum of farming life
- Wildlife walks



Invershalloch House, a stately home in the Western Highlands of Scotland, is shown above together with some key facts about it.

(a) Suggest **two** employment opportunities at Invershalloch House during the tourist season.

1 _____

2 _____

2

Marks

Question 6 (continued)

(b) Information leaflets are produced each year as a method of attracting visitors to Invershalloch House. Suggest **two** possible locations where these leaflets could be placed so that visitors to the area might be made aware of this attraction.

1 _____

2 _____

2

(c) Suggest **one** other method that could be used to promote Invershalloch House to **inbound tourists**.

1

(d) At present Invershalloch House attracts a lot of school parties and family groups. Give examples of **two** other domestic client groups who might visit it.

1 _____

2 _____

2

(e) Suggest **one** reason why Invershalloch House does not remain open during the winter months.

1

(8)

[Turn over

*Marks***Question 7**

Faraway Travel is an independent tour operator that specialises in providing activity holidays to mountain regions in different continents.

To sell its holidays, it produces brochures for High Street travel agents.

(a) Describe **two** disadvantages of printed brochures.

1 _____

2 _____

2

(b) In addition to printed brochures, suggest **one** other way in which the company could promote its holidays **to existing customers**.

1

(c) To further promote its business, Faraway Travel will take part in a National Tourism Exhibition in Manchester.

(i) Give **two** reasons why taking part in this exhibition will be good for the company.

1 _____

2 _____

2

(ii) The company wishes to design a promotional leaflet, based on AIDA principles, to give to visitors at the exhibition.

Some recommendations for a well designed promotional leaflet are shown on the planning sheet (Reference Diagram Q7) on the opposite page. Complete this diagram by writing in further recommendations in each of the spaces provided.

Question 7 (c) (ii) (continued)

Marks

Reference Diagram Question 7

Promotional leaflet planning sheet (AIDA)

ATTENTION
<ul style="list-style-type: none">• Use of colour• Good choice of fonts and print style• Use of humour/fun approach• _____
INTEREST
<ul style="list-style-type: none">• Keep the reader interested in the product by developing a storyline rather than just a series of facts.
DESIRE
<ul style="list-style-type: none">• Personalise the information so that the potential customer feels the holiday is being provided just for them.• Make the potential customer feel that he or she is already there.• Show the customer how they will benefit from the holiday.• _____
ACTION
<ul style="list-style-type: none">• Provide a free phone number• Provide a telephone number• Provide a fax number• Provide a location map/address• _____

1

1

1

(8)

Marks

Question 8

Margaret Barron has turned up for her first day of work as receptionist at the 5 star Newfirth Hotel.

Suggest **four** things about her appearance that she should be made aware of which are important for staff dealing with the public.

(i) _____

(ii) _____

(iii) _____

(iv) _____

(4)

Question 9

Describe in detail the benefits to a business of providing good customer service.

(5)

Marks

Question 12

Study the map of the United Kingdom in **Reference Diagram Q12** on the opposite page and identify the tourist destinations marked 1 to 5.

- 1 _____ City
- 2 _____ Scenic Feature
- 3 _____ City
- 4 _____ River
- 5 _____ Scenic Area

(5)

Reference Diagram Q12



[Turn over

Marks

Question 13

Use the map of Europe in **Reference Diagram Q13** on the opposite page to complete the table below.

	Destination Name	Destination Type (City Break, Winter or Summer Sun, Scenic or Winter Sport)
1		
2		
3		
4		

(8)

Reference Diagram Q13



[Turn over

Marks

Question 14

Study the map of the Americas in **Reference Diagram Q14** on the opposite page and identify the tourist destinations marked 1 to 3.

1 _____ Island

2 _____ City

3 _____ Scenic Area

(3)

Reference Diagram Q14



[Turn over

Marks

Question 15

For either Glasgow **or** Edinburgh complete the following tourism fact file.

City	
4 attractions	
Approximate journey time, by rail, from London	
Approximate transfer time to city centre from nearest Airport	
A visitor attraction outwith the city, suitable for a day visit	

(7)

Marks

Question 17

For either Florida, **or** a Caribbean Island, provide the following information.

Choice _____

(a) Possible weather problems in August

_____ **2**

(b) Two resorts a family with children might stay in

_____ **2**

(c) An attraction the family might visit

_____ **1**

(5)

Total (100)

[END OF QUESTION PAPER]

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	Marks	Out of
Question 1		6
Question 2		8
Question 3		8
Question 4		6
Question 5		6
Question 6		8
Question 7		8
Question 8		4
Question 9		5
Question 10		4
Question 11		3
Question 12		5
Question 13		8
Question 14		3
Question 15		7
Question 16		6
Question 17		5
Total		100