

FOR OFFICIAL USE

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Total

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X217/201

NATIONAL
QUALIFICATIONS
2011

FRIDAY, 3 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

--

A separate leaflet is enclosed for use with Question 8.

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 group of friends from France has arrived in Inverness for a week's holiday. They will stay in youth hostel accommodation and spend time visiting castles and enjoying outdoor activities such as mountain biking and hill climbing.

(a) Give **three** reasons why the group of friends will be classed as tourists during their stay in Scotland.

(i) _____

(ii) _____

(iii) _____

3

(b) The group will use the services and facilities of several sectors of the tourism industry during their stay. To which sectors do the following belong?

Castles _____

Youth Hostels _____

2

(c) Tick (✓) the box below that best describes the group for statistical purposes by VisitScotland.

Domestic Tourists

Excursionists

Incoming Tourists

Outbound Tourists

1

(6)

Marks

Question 2

- (a) The diagram below shows two components of a package holiday. Complete the diagram with any **two** other components that may be included in a package holiday.



2

- (b) (i) Explain what is meant by the term “identikit destination”.

1

- (ii) Give an example of an identikit destination.

1

- (c) Explain in detail the meaning of the term “incentive travel”.

2

(6)

[Turn over

Marks

Question 3

(a) Name **two** important developments in **transport** in the **nineteenth century** that contributed to the growth of the travel and tourism industry.

(i) _____

(ii) _____

2

(b) Choose **one** of the following and give **two** reasons for its importance in the development of the travel and tourism industry.

- 1 The part played by Thomas Cook
- 2 Increased car ownership in the twentieth century
- 3 The Development of Tourism Act 1969

Choice _____

Reason 1 _____

Reason 2 _____

2

(c) Tick (✓) the boxes below which best describe travel undertaken by British tourists to the following destinations.

	Mass market tourism	Domestic tourism	Longhaul tourism
Aviemore			
Benidorm			
Barbados			

3
(7)

Marks

Question 4

(a) Identify **two** current trends in **outbound** tourism from the UK.

Trend 1 _____

Trend 2 _____

2

(b) (i) Indicate with a tick (✓) approximately how many people are currently employed in Scotland in tourism-related jobs.

0 → 100,000

100,000 → 200,000

200,000 → 300,000

1

(ii) Give **one** advantage and **one** disadvantage of working in the tourism industry.

Advantage _____

Disadvantage _____

2

(5)

Question 5

(a) Providers of travel and tourism services and facilities can be described as being in Private, Public or Voluntary sectors. Match the following providers to the correct sector by ticking the appropriate box.

Provider	Private Sector	Public Sector	Voluntary Sector
Thomson Holidays			
Historic Scotland			
Youth Hostel Association			
Ryanair			

4

(b) Explain what is meant by the term “private sector”.

1

(5)

Question 6

Marks



The picture above shows an alpine village in Switzerland. A British tour operator plans to offer cycling holidays to the area using self-catering lodges in the village which have already won an **eco-tourism** award. Their clients will spend each day touring the local area by bike, returning to the village each night.

- (a) State, giving reasons, whether the development might have a negative or a positive environmental impact.

2

Marks

Question 6 (continued)

- (b) Suggest **two** pieces of advice given to the company's customers that would encourage them to have a **positive** social **and/or** cultural impact on the village and its people.

2

- (c) Explain what is meant by the term "eco tourism".

1

- (d) Give **three** examples of ways that the lodges may have been designed and managed to achieve the eco tourism award.

Example 1 _____

Example 2 _____

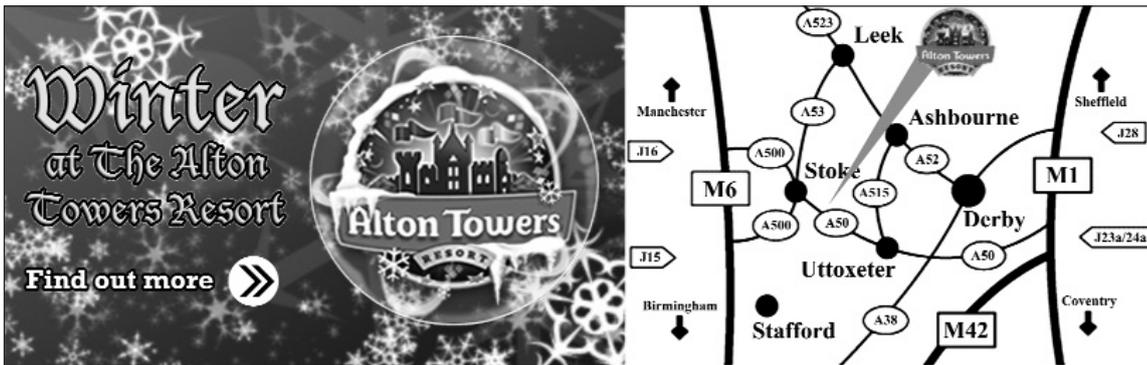
Example 3 _____

3
(8)

[Turn over

Marks

Question 7



Alton Towers Resort is situated near Stoke on Trent in England. As well as theme park rides, it offers a water park, two themed hotels, a spa and conference facilities. It also holds special events like pop concerts.

- (a) Suggest **two** reasons why promotion is important to organisations like Alton Towers.

Reason 1 _____

Reason 2 _____

2

- (b) Apart from producing leaflets, suggest **one** other suitable method of promotion and give a reason for choosing this method.

Method _____

Reason _____

2

- (c) Suggest **one** reason why Alton Towers needs to promote the Winter season.

1

- (d) Apart from leisure tourism, name another type of tourism which Alton Towers attracts.

1

(6)

Marks

Question 8

Examine the leaflet “Ayr’s and Graces” provided with the examination paper.

- (a) Give **four** examples of how the leaflet might encourage people to choose this bed and breakfast.

1 _____

2 _____

3 _____

4 _____

4

- (b) Explain in detail why the leaflet does not include pricing information.

2

- (c) Suggest **two** locations where Ayr’s and Graces could usefully distribute this leaflet.

Location 1 _____

Location 2 _____

2

(8)

[Turn over

Marks

Question 9

As a trainer for a national customer service programme your job is to train staff at a number of tourist attractions on the importance of quality customer service. The message that you aim to get across is:

“In today’s competitive markets, customer service determines the winners and losers.”

(a) Explain what is meant by the term “customer service”.

1

(b) Explain the benefits of good customer service to:

(i) a visitor to the attraction;

(ii) the staff at the attraction;

(iii) the management of the attraction.

3

(c) In the manual for staff at a new attraction there is a section called “How to make our visitors feel welcome”. Suggest **three** instructions that might be included in this section.

1

2

3

3

(7)

Marks

Question 10

NEWSPAPER HEADLINE, May 2011



(a) Explain **three** purposes of this type of display board at railway stations.

1 _____

2 _____

3 _____

3

(b) (i) Travellers are increasingly turning to the Internet to seek out and book transport tickets as well as hotel rooms and holidays. Give **three** advantages of using the Internet to research bookings.

1 _____

2 _____

3 _____

3

(ii) Give **two** disadvantages of using the Internet to make bookings.

1 _____

2 _____

2

(8)

[Turn over

Question 11

Diagram Q11

Marks



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

1 _____ City

2 _____ City

3 _____ River

4 _____ Scenic Area

5 _____ National Park

Marks

Question 12

Diagram Q12



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

1 _____ Country

2 _____ City

3 _____ Island

4 _____ Coastal Area

5 _____ Scenic Area

(5)

[Turn over

Question 13

Diagram Q13

Marks



Study the map of the USA and the Caribbean in Diagram Q13 above and identify the tourist destinations marked 1 to 3.

- 1 _____ Island
- 2 _____ State
- 3 _____ Scenic Area

(3)

Marks

Question 14

You work for a tour operator specialising in family holidays in the United Kingdom and have been asked to provide information, for their new website, on **either** a coastal resort **or** a scenic area in the United Kingdom. This information must be submitted in the form of a **written report**, which the web designer will then use to provide a summary of the destination on the final website. Your report must include an explanation as to why this type of holiday would suit a family and could also include information on the following.

- Suggested mode of transport from Glasgow/Edinburgh/Aberdeen (choose **one**) and relevant journey times. 2
- Details of **two** appropriate tourist attractions at the destination. 2
- Details of any **two** activities that can be undertaken at the destination. 2

Choice of destination	
State whether coastal or scenic area	

2
2
2

1

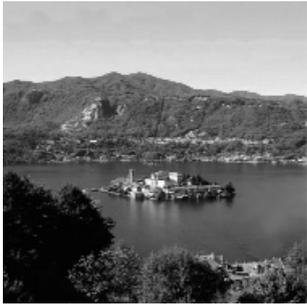
(7)

Marks

Question 15

(a) Match the following European tourist destinations to the correct destination type by entering them in the correct column in the table below.

- Majorca Tenerife Madrid Italian Lakes
Athens Rhine Valley

City Break	Scenic	Summer Sun
		
1 _____	1 _____	1 _____
2 _____	2 _____	2 _____

3

(b) For **either** Majorca **or** Tenerife complete the following scenario.

A group of 6 friends aged 18–20 are planning a week long holiday to one of these destinations. What advice should a travel agent give in response to their questions?

Chosen Destination _____

(i) “There are so many different resorts on the island. Where would you recommend?”

Travel Agent’s Advice

1

Marks

Question 15 (b) (continued)

- (ii) “Why would you recommend this resort rather than any of the others?”

Travel Agent’s Advice

1

- (iii) “How close is the resort to the airport?”

Travel Agent’s Advice

1

- (iv) “What **two** attractions can we visit on the island?”

Travel Agent’s Advice

1

- (v) “What local food and drink specialities can we try there?”

Travel Agent’s Advice

1
(8)

[Turn over

Marks

Question 16

Mr and Mrs Ryan are booking a city break to the USA to celebrate their 25th wedding anniversary and hope to spend time shopping as well as visiting a number of tourist attractions during their visit. Identify a suitable destination which meets their holiday specification and complete the table below.

Recommended city _____

Approximate flight time from a Scottish Airport	
Name of suitable gateway airport at destination	
One named shopping attraction	
Three other named tourist attractions	

1

1

1

3

(6)

[END OF QUESTION PAPER]

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



Sitting room



En-suite bathroom



Lounge



Hall

Directions



EXIT A77 at Brown Tourist sign for Alloway and Burns Cottage, straight through small roundabout. At 1 junction turn left heading south on **B7024** and passing Brig o' Doon Hotel and continue for 0.9 mile and **Ayr and Graces** is the white house on the left adjacent to white and blue 'NETHER AUCHENDRANE CENTRE' sign by roadside.

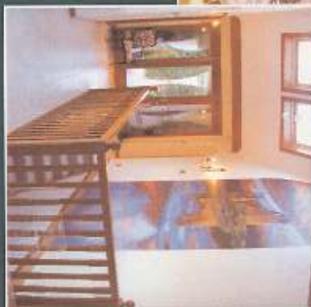
Ayr and Graces

High Maybole Road
Ayr, KA7 4EE
Tel: 01292 443862
Mob: 07973 478725
email: phoanmeivor@hotmail.co.uk
www.scottishhospitality.co.uk

Ayr and Graces



LUXURY BED AND BREAKFAST



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Leaflet “Ayr’s and Graces” referred to in Question 8 (continued)



Ayr’s & Graces, the premier luxury bed and breakfast is an experience in itself. Breakfasting on the 40-foot balcony overlooking the Ayrshire valley, as a pheasant skips haphazardly across the fields below, one could be a million miles away from the stresses and strains of the modern frenetic life we live. The young lambs nibble at the grass never staying too far from their mother’s side, whilst the black and white cattle drink fearfully from the water bath.

Fresh fruit and Greek yoghurt, traditional Scottish porridge, or perhaps scrambled eggs with Scottish smoked salmon, the most stressful decision of the day!

- Tea and coffee with homemaking in sumptuous lounge on arrival.
- Ample private off road parking.
- Tea and coffee making facilities in each room.
- Breakfast on 40ft balcony, weather permitting.
- Outskirts of Alloway Village, Birthplace of Robert Burns.
- Luxury Double suite with private lounge and personal designer bathroom and patio doors to private terrace.



ALL MAJOR CREDIT CARDS ACCEPTED

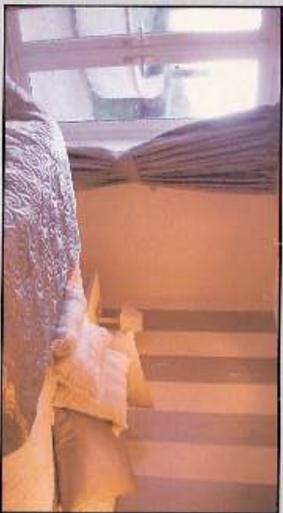
Accommodation

ROBERT BURNS SUITE



The Robert Burns Suite is the last word in luxury. The rich warmth of the wood of the fitted furniture affords a warm, welcoming ambience with the patio doors providing access to your own personal terrace, whether it be morning coffee or an evening glass of wine under the starlit sky. Off your own private hallway lies your personal cosy lounge with flat screen tv, leather sofa and decanter of whisky. Opposite lies your own designer bathroom with mood lighting to help you relax while luxuriating in the full size deep bath, or if time is of the essence, a quick splash in the separate fully tiled power shower.

THE JEAN ARMOUR ROOM



The Jean Armour Room decorated in creams and golds is a haven of tranquillity. The fully tiled ensuite again has mood lighting and walk in power shower. Once again patio doors lead to your own personal terrace.

ACKNOWLEDGEMENT

Question 7—Alton Towers Resort logo is reproduced by kind permission of Alton Towers Resort.

Leaflet for use with Question 8—Ayr and Graces Luxury Bed and Breakfast leaflet is reproduced by kind permission of Ayr and Graces.