

FOR OFFICIAL USE

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Total

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X217/11/01

NATIONAL THURSDAY, 23 MAY
QUALIFICATIONS 9.00 AM – 10.45 AM
2013

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) Three of the groups in the table below could be correctly described as tourists.

Group A has been identified. Identify the other **two** groups by ticking the correct boxes.

Group	Description	Tick (✓)
A	A Scottish family with young children on a 10 night camping holiday in France.	✓
B	Two French students studying and living in Edinburgh for a year.	
C	A team of engineers from Bristol attending a trade fair in the SECC in Glasgow for two days.	
D	A class of Primary 7 pupils from Stirling on a school trip to Edinburgh Zoo for the day.	
E	Six friends from Aberdeen on a shopping and theatre trip to London for the weekend.	
F	A pair of lecturers from the USA working in Dundee for two years on a research project.	

1

- (b) For **Group A** give **three** reasons why they would be described as tourists.

Reason 1 _____

Reason 2 _____

Reason 3 _____

3
(4)

Marks

Question 2

Choose **three** of the terms from the list below. Fully explain what each means and give an example.

- **Incentive Travel**
- **Domestic Tourism**
- **Identikit Resort**
- **Long-Haul Destination**

Term 1 _____

Example _____

Term 2 _____

Example _____

Term 3 _____

Example _____

6
(6)

[Turn over

Marks

Question 3

Many factors have contributed to the growth of tourism.

(a) Give a **technological development** between **1800** and **1899**.

1

(b) Give a **political development** between **1900** and **1949**.

1

(c) Give a **social development** between **1900** and **1949**.

1

(d) Give an **economic development** between **1950** and **the present day**.

1

(4)

Marks

Question 4

The **Grand Tour** was an important development in the history of tourism.

(a) Who in society traditionally took part in the Grand Tour?

2

(b) What was the main purpose of the Grand Tour?

1

(c) Name **one** city that would have been visited by people on the Grand Tour.

1

(d) **Explain** why the Grand Tour came to an end by the year 1800.

1

(5)

[Turn over

*Marks***Question 5**

Providers of travel and tourism services and facilities can be described as being in the Private, Public or Voluntary sectors.

Complete the table below by entering:

- (a) the sector that each provider belongs to;
- (b) an employment opportunity for each provider.

The first row has been completed for you.

Provider	Sector (Private, Public or Voluntary)	Employment Opportunity
British Airways	Private	Pilot
National Trust for Scotland		
Historic Scotland		
Pizza Express		

6
(6)

[Turn over for Question 6 on *Page eight*

Question 6

A self-catering lodge



Thirty self-catering lodges, similar to the one shown above, are to be built in the Cairngorms National Park near Aviemore. In addition, there will be facilities for the guests, such as a café, games room and a small shop selling essential supplies including fresh produce.

The company will try to reduce the impact of the development on the environment. For each of the following give **two** things that the company could do to make sure that the environment is protected.

(a) During construction

2

Marks

Question 6 (continued)

(b) Energy

2

(c) Property maintenance eg cleaning and waste disposal

2

(6)

[Turn over

Marks

Question 7

There will be economic benefits for the area around Aviemore as a result of the construction and opening of the self-catering development described in Question 6.

Choose **three** of the following groups.

- **Tradesmen**
- **Local school leavers**
- **Farmers**
- **Shops and Restaurants**

For each group you have chosen give **one** reason why they will benefit **economically**.

You must give **different** reasons for each local group.

Group 1 _____

Reason _____

Group 2 _____

Reason _____

Group 3 _____

Reason _____

3
(3)

Marks

Question 8

Tourism providers have user groups with particular needs. The table below lists three user groups.

For each group give **two** services and/or facilities that a visitor attraction may provide for that group.

User Group	Services/Facilities
Foreign Language Speaker	1 _____ 2 _____
People with mobility problems	1 _____ 2 _____
Families with babies and young children	1 _____ 2 _____

6
(6)**[Turn over**

Marks

Question 9

A coach tour company, based in Glasgow, is preparing to extend their services into the Lake District and wishes to advertise the new holidays on offer.

The company is creating a leaflet to market their new routes.

Suggest ways that the leaflet can be produced to include the main points of the **AIDA Principle**.

Attention _____

Interest _____

Desire _____

Action _____

4
(4)

Marks

Question 10

(a) In addition to the leaflet, the coach tour company mentioned in Question 9 plans to promote the new tours using:

- (i) Direct Mail
- (ii) Advertisement in local newspaper.

For each method, give **two** reasons why it would be an effective method of promotion.

(i) Direct Mail

Reason 1 _____

Reason 2 _____

(ii) Advertisement in local newspaper

Reason 1 _____

Reason 2 _____

4

(b) Coach tour companies vary their prices throughout the year.

(i) Give **one** reason why the company may decide to reduce prices during periods of low demand.

1

(ii) Suggest a month when demand may be low and give a reason why.

1

(6)

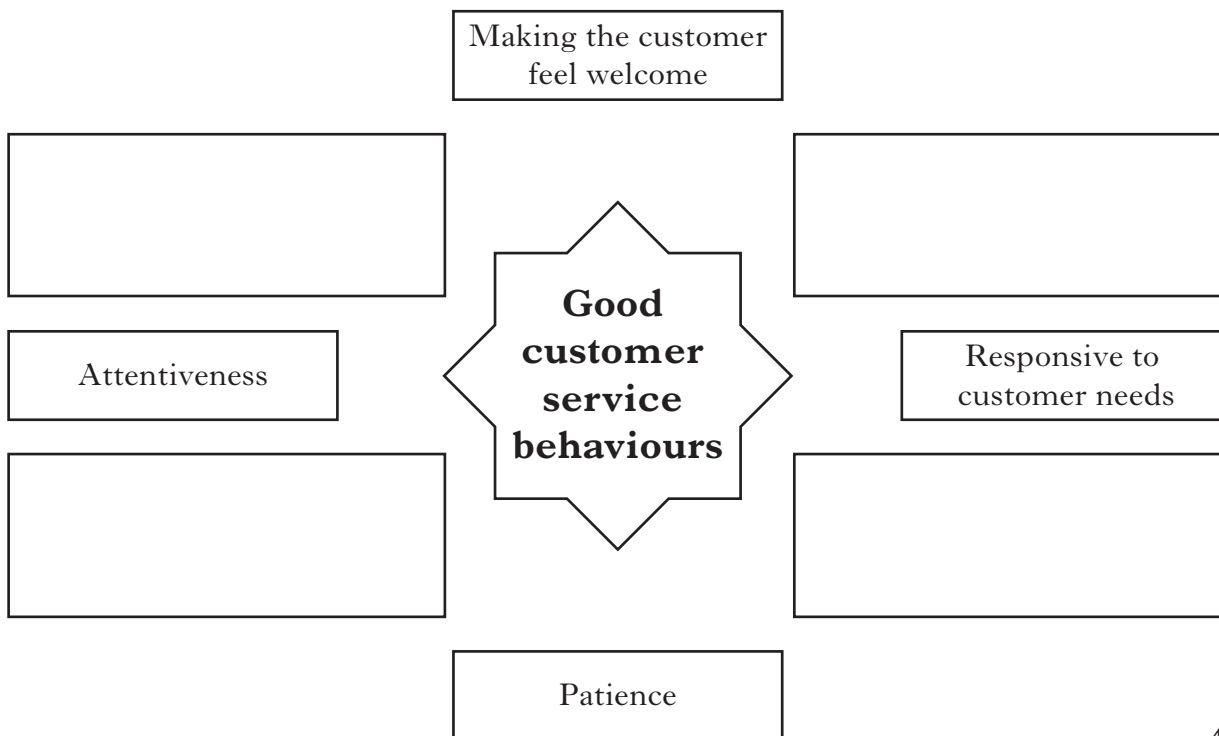
[Turn over

Marks

Question 11

- (a) A group of Travel and Tourism college students have been asked to design a poster with words and phrases to **describe** the types of behaviour which contribute to **good customer service**.

Complete their poster below with **four** additional words or phrases.



4

- (b) One of the students attends an interview for a job in a new visitor attraction and is asked “Why should our company be concerned about customer care?”
Give **four** points they should include in their response.

4
(8)

Marks

Question 12

- (a) **Describe** what a hotel could put on their website to promote its products and services.

4

- (b) If the hotel was to target business tourism give **two** examples of Information and Communication Technology (ICT) within the hotel that a business person may require.

2

- (c) Consumers are increasingly using customer review websites to help choose their hotel.

Give **one advantage** and **one disadvantage** for the **consumer** of using a review website.

Advantage _____

Disadvantage _____

2
(8)

[Turn over

Marks

Question 13

Study the map of the British Isles in Diagram Q13 and identify the tourist destinations marked 1 to 5.

City 1 _____

River 2 _____

Scenic Area 3 _____

Coastal Resort 4 _____

County 5 _____

(5)

Diagram Q13



Marks

Question 14

Study the map of Europe in Diagram Q14 and identify the tourist destinations marked 1 to 5.

Country 1 _____

City 2 _____

Island 3 _____

Coastal Region 4 _____

Scenic Area 5 _____ (5)

Diagram Q14



[Turn over

Marks

Question 15

Study the map of the USA and the Caribbean in Diagram Q15 and identify the tourist destinations marked 1 to 3.

City 1 _____

Island 2 _____

Scenic Area 3 _____

(3)

Diagram Q15



Marks

Question 16

Choose **either** Rome **or** Barcelona and complete the following table about your chosen city.

City Chosen	
Approximate flight time from Central Scotland	
Arrival airport at chosen destination	
One important art gallery or museum	
Famous shopping street or centre	
Suggested local food or drink speciality	

1

1

1

1

1

(5)

[Turn over

Marks

Question 17

As a travel consultant for an outbound tour operator you have been asked to write a brief description of **two** coastal resorts for their new **summer** sun brochure aimed at families.

Your chosen coastal resorts can be on Majorca, Tenerife **or** in another named European destination you have studied.

Each description **must** include information on:

- 1 why this resort is suitable for families;
- 2 the climate at this time of the year;
- 3 **one** named outdoor visitor attraction that is recommended.

Resort 1 _____ **1**

Description _____

_____ **3**

Resort 2 _____ **1**

Description _____

_____ **3**

(8)

Marks

Question 18

A recently retired couple are planning a two week holiday in August to either Florida or a Caribbean island and have come into your travel agency to book their holiday.

Recommend a suitable destination.

Destination _____

What advice would you give in response to the following questions that the couple have?

(a) How long is the approximate journey time from the UK by air?

1

(b) Can you suggest a resort that we might stay in?

1

(c) Are there any disadvantages of travelling at this time of year that we should be aware of?

2

(d) Can you give us **one** advantage of travelling in either winter or spring instead?

1

(e) What **two** visitor attractions would you recommend that we visit?

2

(f) Finally, can you suggest what kind of souvenirs we could buy?

1**(8)**

[END OF QUESTION PAPER]

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	Marks	Out of
Question 1		4
Question 2		6
Question 3		4
Question 4		5
Question 5		6
Question 6		6
Question 7		3
Question 8		6
Question 9		4
Question 10		6
Question 11		8
Question 12		8
Question 13		5
Question 14		5
Question 15		3
Question 16		5
Question 17		8
Question 18		8
Total		100