



**2010 Travel and Tourism**

**Higher**

**Finalised Marking Instructions**

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## 2010 Travel and Tourism Higher

### Section A

#### Question 1

**Marks**

- (a) **1 mark for each correct definition – wording need not be exactly the same as below, but the meaning should be clear.**
- (i) Tourist trip: a stay of one or more nights away from home for holidays, visits to friends and relatives, business/conference trips or any other purposes except such activity as boarding education or semi-permanent employment. **1**
- (ii) Domestic tourism: this could be travel for business or pleasure reasons or day visits within the home country. **1**
- (iii) Tourism generating country: the country in which the tourist normally lives and from which he or she departs. **1**
- (iv) Tourist expenditure: spending incurred while away from home on a tourist trip and on advance payments for such items as fares and accommodation. **1**
- (b) **4 marks**  
**(any 4 points, 1 mark each)** **4**

#### **Role**

- IATA's mission is to represent, lead and serve the airline industry.
- Seeks to improve understanding of the industry among decision makers.
- Seeks to increase awareness of the benefits that aviation brings to national and global economies.
- Fights for the interests of airlines across the globe by challenging unreasonable rules and charges.
- Holds regulators and governments to account.
- Strives for sensible regulation.

#### **Functions**

- Provides professional support to industry stakeholders.
- Provides publications, training and consulting.
- Provides financial systems to help carriers and the travel industry maximise revenues.
- Simplifies travel and shipping process while keeping costs down.
- Allows airlines to operate safely, securely, efficiently under clearly defined rules.
- Serves as an intermediary between airlines and passengers.
- Ensures governments are well informed about the complexities of the aviation industry to ensure better, long-term decisions.

		<b>Marks</b>
<b>(c)</b>	<b>(i)</b> <b>1 mark (any 2 names for 1 mark – one name, no marks).</b> eg David Urquhart Travel, Shearings Wallace Arnold.	<b>1</b>
	<b>(ii)</b> <b>4 marks – 1 mark for identifying target market and 1 mark for each reason to a maximum of 3.</b>	<b>4</b>
	Possible tourist groups: over 60s/grey market or youth/school groups or backpackers. Reasons: cost, convenience, no baggage transfer problems, courier assistance, door-to-door travel, companionship, security being part of a group, good for sightseeing, way around fear of flying etc.	
<b>(d)</b>	<b>3 marks – 1 mark for each skill to a maximum of 3. A list would get 1 mark only.</b>	<b>3</b>
	Description should cover	
	<ul style="list-style-type: none"> <li>• IT skills to access information and make reservations.</li> <li>• Product knowledge to provide accurate information and make sales.</li> <li>• Good selling skills to sell more of the product.</li> <li>• Customer service skills, including good communication, basic consumer law, etc to give competitive advantage.</li> <li>• How to handle complaints to keep customers happy.</li> <li>• Any other reasonable suggestion.</li> </ul>	

**Total 16**

## Question 2

Marks

**(a) 3 marks – 1 mark for correct explanation and 1 mark for each benefit. 3**

- Vertical integration occurs when one organisation in the chain of distribution merges with or takes over another organisation at a lower or higher level in the chain of distribution eg where a wholesaler merges with a producer or a retailer.
- Benefits include:
  - ensuring continuous supply of products or retail outlets
  - economies of scale
  - increased market share
  - reduced competition
  - greater control
  - marketing orientated companies which can provide a total product for customers
  - financial stability.

**(b) 3 marks – 1 mark for each correct sector identified 3**

- Transport.
- Hospitality.
- Visitor attractions.

**(c) 2 marks – All reasonable responses which highlight the need for the various sectors to work together should be accepted. 2**

The travel and tourism industry comprises a variety of sectors: transport, hospitality, visitor attractions, tour operators, travel agents and public and private sector facilitators. Each of these sectors must work together to secure the success of the whole industry. For example, even if tourists are motivated to visit an area/city because of the high quality of visitor attractions, they will be less likely to make the trip if accessibility is difficult due to lack of transport options and if there are no suitable hotels etc in which to stay. All of the sectors which go to make up the industry can therefore be said to be interdependent.

**(d) 2 marks: 1 mark for 2 public sector support services, 1 mark for 2 private sector.**

**0 marks where only one correct answer for each sector.**

**(i) Public sector: 1**

- visa/passport
- marketing support by tourist organisations eg VisitScotland, VisitBritain
- education and training
- international, national and local government support eg government statistics
- etc.

**(ii) Private sector: 1**

- financial services – foreign currency
- insurance
- marketing support from agencies
- guiding services
- guide and timetable producers
- media
- private training providers
- etc.

**(e) 2 marks – 1 mark for each method identified.**

**2**

- direct sell where the provider deals directly with the consumer
- using wholesalers (tour operators) and retailers (travel agents) to sell products to consumers on their behalf
- cutting out the wholesalers and using only retailers
- cutting out the retailers and using only wholesalers
- any other appropriate intermediary

A diagram of the chain of distribution could be used to illustrate this, but is not required.

**(f) 4 marks – 1 mark per trend and 1 mark per explanation.**

**4**

Answers will vary depending on prevailing market conditions and trends. At the time of writing examples could include: mergers and acquisitions, airlines going bust, failure of tour operator. Impacts – to reduce confidence in the travel sector with possible long-term implications for demand. Also reduction in capacity with the sector with possibility of price rises. Answers might also refer to increases in Internet bookings and possible effects on high street retailers. Also, tour operators opening stores on the high street and consequent blurring of the distinction between retail and wholesale.

All reasonable answers accompanied by a logical explanation should be considered. eg answers on cruising or long-haul holidays must be qualified.

**Total 16**

### Question 3

Marks

(a) (i) **4 marks – 1 mark for each point explained to a maximum of 4.** **4**

- national tourism agency responsible for marketing Britain worldwide
- also responsible for developing England's visitor economy
- works in partnership with thousands of organisations across UK
- maintains and hosts website for the UK industry
- conducts research and provides market intelligence for tourism business
- provides small business advice
- publishing services
- operates quality accreditation scheme
- helps identify commercial opportunities
- supports e-commerce opportunities
- targets international buyers to choose Britain as a destination for business events
- etc.

(ii) **4 marks – 1 mark for each point made to a maximum of 4.** **4**

- Competitive advantage: the creation of a position of dominance in the market place as a result of superior business practices, often through the creation of a unique selling proposition/point.
- Improvements in customer service can help achieve competitive advantage by providing a USP.
- By delivering a superior quality of service businesses are able to differentiate their product and make it stand out in the marketplace.
- The reputation for such service provides an invaluable marketing tool for organisations by allowing them to profit from its excellent reputation and in the process achieve repeat custom, word-of-mouth referrals, increased demand, increased profit (some of which can be re-invested in the business) etc.

(iii) **4 marks – 1 mark for each point made to a maximum of 4. Answers which refer to SWOT analysis without making links to the case study gain one mark only.** **4**

Answers should attempt to link their analysis to the case study and might include the following:

A SWOT analysis is a tool used by marketers to identify the strengths, weaknesses, opportunities and threats relating to a business. Tourism businesses in London will want to take advantage of the opportunities offered by the staging of the Olympics in 2012, so that they can increase their profits and also improve the reputation of London as a destination. By identifying their strengths, businesses will be able to promote them and build on them. Businesses should try to eliminate their weaknesses, or at least minimise them as much as possible so that they don't have a negative effect on the business. By identifying opportunities, businesses can grow and develop their commercial potential. This will be beneficial not only for the business, but for the larger tourism industry and the economy as a whole. By addressing the threat created by its current poor reputation, the long term success of the business and the industry will be secure.

All reasonable responses which attempt to explain the concept of the SWOT analysis and link it to the London 2012 scenario should be accepted.

- (b) (i) 2 marks – 1 mark for each correct description of the orientation. 2**

Product orientation – where a business starts with a product and then goes looking for a customer who wants to buy it.

Marketing orientation – where a business starts with the customer and finds out what the customer wants before developing products and services to meet these needs/wants/expectations.

- (ii) 1 mark for each reason given to a maximum of 2. 2**

Product orientation – appropriate reasons include benefits of low research costs. Could be successful if the company happens to have ‘hit’ on something people want to buy. Risk is they won’t do this!

Marketing orientation – businesses base their decisions on sound research. This is the less risky strategy as if the business has ‘done its homework’ well; it should be easy to achieve high level of sales, because there are a lot of people who want the product.

The more likely to benefit the tourism business is therefore the marketing orientation.

**Total 16**

## Question 4

Marks

(a) (i) **4 marks – 1 for each method suggested** **4**

- They could survey their customers to ask them what they like about their current product (and what they don't).
- They could use this information to improve their product.
- They could develop a profile of their current customer base and use this to try to achieve repeat custom and/or identify new customer types they might target.
- They could compare their prices with their competitors to help them with pricing decisions.
- They could carry out research to find out if their current press advertising is effective or not.
- They could monitor how many bookings they receive via their website.
- Etc.

Any suggestion which relates to finding out about and improving the product, distribution, price or promotion of the business should be accepted.

(ii) **2 marks – 1 mark for 2 or 3 methods, 2 marks for 4 methods** **2**

Measure increases or otherwise of the following:

- positive feedback/decrease in negative feedback
- revenue
- customer numbers
- bookings
- repeat business
- staff retention
- website bookings
- improvement in staff morale
- any other acceptable response.

(b) **4 marks – 2 marks for changes and 2 marks for explanation. Suggestions to cut prices must be balanced by the need to make a profit.** **4**

- Offer guests menu items at several price ranges (rather than the a la carte only). Consumers spend less money in a slump.
- More affordable dishes as part of a set menu. This means that customers won't be afraid of a large bill at the end as the set price option lets them see the final cost up front.
- Offer sharing plates. Whilst the revenue might be less per table for the food, your customers will continue to dine out and will also buy drinks whilst they are in the restaurant.
- Look at the menu items which are not popular and replace them with new additions – monitor the popularity of these new dishes.
- Develop the product eg offer a themed night or wine tasting to boost interest.
- Special accommodation packages; early booking discounts; seasonal rate, eg spring/autumn breaks; 3 for 2; all inclusive; etc. Reason to offer value for money and attract new business.
- Any other reasonable suggestion.

- (c) **2 marks – 1 mark for each method – The written information necessary for the question refers to electronic methods of promotion therefore traditional methods should not be accepted.**

2

Answers will vary depending on developments at the time. At the time of writing potential answers might include:

- E-mail loyalty programmes offering existing customers members-only benefits – these are very low cost and have proven to yield excellent results.
- Link your website to others such as local town or event guides – this increases exposure and maximises web presence.
- Use e-mail to keep customers up to date with restaurant happenings.
- Messages to mobile phones promoting the restaurant.

- (d) **4 marks – 1 mark for each suggestion to a maximum of 4.**

4

- Good product knowledge – suggest wines to accompany dishes etc.
- Staff feedback on what customers enjoyed can be very valuable.
- Staff always checking if another round of drinks is required!
- Customers are more likely to return if staff are helpful and friendly.
- Good staff add value to the business.
- Any other acceptable response.

**Total 16**

## Section B – The Scottish Tourism Product: An Introduction

### Question 5

Marks

(a) 1 mark each. 5 marks

5

- (i) Town A Perth
- (ii) Town B Ayr
- (iii) Natural feature C Cairngorm Mountain or any other mountain within the range
- (iv) Island D Islay
- (v) River E River Dee

(b) 1 mark for each correctly plotted tourist destination. 5 marks

5

- (i) Loch Fyne See Map
- (ii) Pentland Firth See Map
- (iii) Cuillin Hills See Map
- (iv) Caledonian Canal See Map
- (v) Dundee See Map

(c) 1 mark for each. 4 marks

4

- (i) Balmoral Castle (Royal) Deeside
- (ii) Inverewe Gardens Wester Ross
- (iii) Melrose Abbey The Scottish Borders
- (iv) The Secret Bunker Fife

(d) (i) 1 mark for description eg

4

*Perthshire* – central Scotland (Heart of Scotland) roughly based on the catchment area of the River Tay.

*Loch Ness/Inverness* – NE Scotland, northern end of the Great Glen, north of the Grampian Mountains.

(ii) 1 mark for appeal

*Perthshire* – Beautiful mountain scenery, steep wooded hillsides, open moorland, long freshwater lochs, wide estuary of the Tay, Perth

*Loch Ness/Inverness* – Great Glen, deep/narrow freshwater loch, attractions of Inverness; Beaulieu Firth; steep mountains on either side of Great Glen; Loch Ness Monster, NW Highlands & Grampians, etc.

(iii) 1 mark for named NTS attraction in the area

*Perthshire* – Hermitage, Killiecrankie, Branklyn Gardens, Ben Lawers.

*Loch Ness/Inverness* – Culloden Battlefield. Would also accept Brodie Castle, Hugh Miller's Cottage.

Or any other relevant NTS attraction.

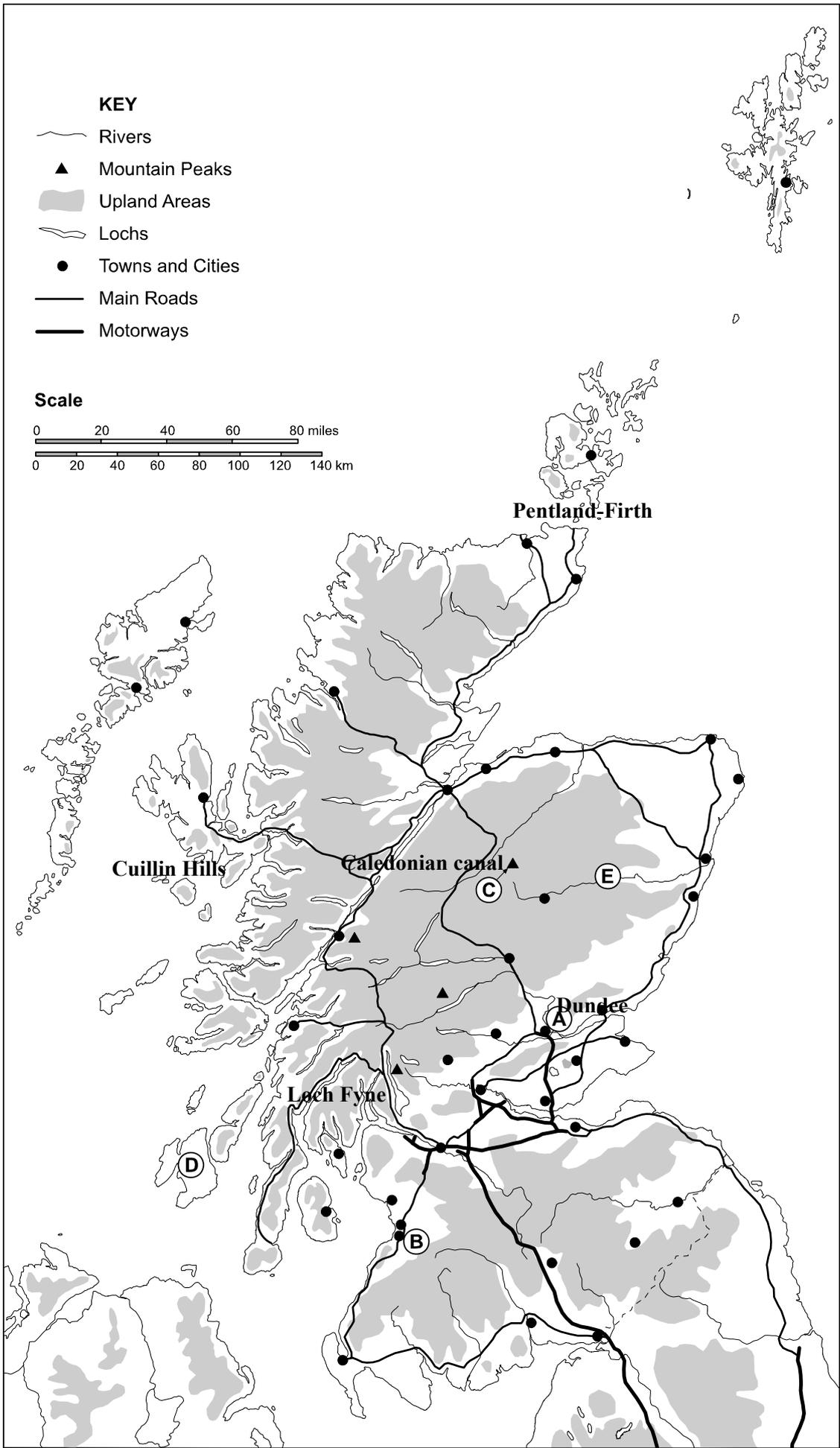
(iv) 1 mark for named man-made visitor attraction in the area

*Perthshire* – Fergusson Gallery, Perth Concert Hall, House of Bruar, Pitlochry Festival Theatre.

*Loch Ness/Inverness* – Urquhart Castle, Loch Ness 2000 Exhibition Centre, the Original Loch Ness Monster Exhibition centre.

Or any other relevant man-made visitor attraction.

Total 18



## Question 6

Marks

- (a) (i) **One mark for each reason up to a maximum of 2.** **2**  
Area of deep sea lochs, offshore islands, mountains and freshwater lochs.  
Castles and other old buildings & monuments eg Stirling Castle, Inveraray Castle, Inveraray town, the Wallace Monument etc.  
Culture – Luss Highland Games, Cowal Highland Games, Islay distilleries, golf eg Loch Lomond
- (ii) **8 marks** for a 5 day 4 night itinerary starting and finishing in Glasgow with 4 named overnight stops, a detailed route, and one named attraction on each touring day including a natural feature, a man made visitor attraction, a country or forest park, a freshwater loch. Marked as follows: **8**
- 2 marks for a feasible itinerary** eg Is the tour possible to undertake in 5 days? Is it interesting enough for a group of students? Does it cover most of the area? Are each of the daily journeys long/short enough? Are the overnight stops in suitable locations? Are the attractions interesting?  
**1 mark if only one of these points is covered.**
- 2 marks for a detailed route description** which includes two of the following: logical route, name of road, scenic points on route, towns passed through.  
**1 mark only for a brief description which includes just one of the above.**
- 2 marks for 3 or more appropriate overnight stops.**  
**1 mark for 2 appropriate overnight stops.**  
**0 marks for 1 or less.**
- 2 marks for 3 or more appropriate attractions.**  
**1 mark for 2 appropriate attractions.**  
**0 marks for 1 or less.**
- (iii) **2 marks – 1 mark for each activity and correct location** **2**  
Loch Lomond for jet-skiing or water-skiing.  
Oban area sailing.  
West Highland Way for walking.  
Ben Lomond, or similar for hill walking.

- (b) (i) **1 mark** for Ayr, Dumfries or any other relevant town.
- (ii) **2 marks – 1 mark for each place of interest.**  
Ayr: Burns Cottage, Burns Monument, Burns Museum, Brig O’Doon, Auld Kirk o’ Alloway, and the Tam O’Shanter Experience. The Burns trail at Alloway.  
Dumfries: Statue of Robert Burns in the town’s High Street, the house where he lived, St Michael’s churchyard with his mausoleum, the Robert Burns Centre, Ellisland Farm, Dumfries Museum, Brow Well, a Burns Heritage Trail.  
Or any other relevant places of interest.
- (iii) **2 marks – 1 mark for each attraction and explanation.**  
  
Culzean Castle or any named property, visitor centre, gardens, restaurant, country park etc.  
Turnberry, Royal Troon championship golf courses.  
Ayr Races, Brodick Castle or any other relevant attraction or activity.
- (iv) **1 mark**  
Accept any port currently used by ferries from Belfast.

6

**Total 18**

## Section C – Tourist Destinations

### Question 7

**Marks**

**(a) 1 mark each – 5 marks**

**5**

- |       |                   |                    |
|-------|-------------------|--------------------|
| (i)   | Country A         | Nepal              |
| (ii)  | City B            | Miami              |
| (iii) | Natural feature C | Great Barrier Reef |
| (iv)  | Island Group D    | Seychelles         |
| (v)   | River E           | Danube             |

**(b) 1 mark for each correctly plotted destination – 5 marks**

**5**

- |       |                   |         |
|-------|-------------------|---------|
| (i)   | Galapagos Islands | See map |
| (ii)  | Adriatic Sea      | See map |
| (iii) | Jamaica           | See map |
| (iv)  | Sydney            | See map |
| (v)   | Mount Kilimanjaro | See map |

**(c) 1 mark for each correct answer – 4 marks**

**4**

- |       |               |                               |
|-------|---------------|-------------------------------|
| (i)   | The Colosseum | Italy                         |
| (ii)  | Uluru         | Australia                     |
| (iii) | Iguacu Falls  | Brazil, Argentina or Paraguay |
| (iv)  | Machu Picchu  | Peru                          |

**(d) 1 mark each. 4 marks.**

**4**

#### **New Zealand**

- |       |                                 |   |
|-------|---------------------------------|---|
| (i)   | The capital city                | Wellington                                      |
| (ii)  | The time difference from the UK | +12 hours                                       |
| (iii) | A natural feature               | Mount Cook, Fiordland National Park, Lake Taupo |
| (iv)  | The currency used               | New Zealand dollar                              |

#### **South Africa**

- |       |                                 |                                       |
|-------|---------------------------------|---------------------------------------|
| (i)   | The capital city                | Pretoria                              |
| (ii)  | The time difference from the UK | +2 hours                              |
| (iii) | A natural feature               | Table Mountain, Drakensburg Mountains |
| (iv)  | The currency used               | South African Rand                    |

**Total 18**



## Question 8

Marks

- (a) (i) **2 marks – 1 mark for correct airport. 1 mark for flight time (from London).** 2  
Appropriate examples:
- Egypt – Cairo (4.75 hours) Sharm el-Sheikh (5 hours), Luxor (5.5 hours)
  - Kenya – Nairobi (9.5 hours) or Mombasa (10 hours)
  - India – Delhi (9 hours), Mumbai (9 hours), Kolkata (Calcutta) (12 hours).
- (ii) **2 marks – 1 mark for each valid point.** 2
- Egypt – Located in north east Africa with the Mediterranean Sea to the north. Examples could include national boundaries with Libya to the west and Sudan to the south.
  - Kenya – Located on the equator in east Africa and with the Indian Ocean to the east.
  - India – Located on the southern edge of Asia surrounded by the Indian Ocean to the south and the Himalayas to the north.
- (iii) **2 marks – 1 mark for each section.** 2
- An area of outstanding natural beauty  
Egypt – Sahara Desert, Nile Valley, Beaches in the Sinai Peninsula and the Red Sea.  
Kenya – Masai Mara national park, Mount Kenya, Rift valley, long sandy beaches eg Diani, Bamburu, Casuarina and Nyali, Likoni and Tiwi with coral reefs offshore or similar.  
India – Himalayas, Ganges river, Goa peninsula.
  - An example of architectural or man-made attractions  
Egypt – Pyramids, Valley of the Kings + Queens, Sphinx, Museum of Egyptian Antiquities, Temple at Karnak and Abu Simbel, St Catherine's Monastery in the Sinai Desert.  
Kenya – Old town/harbour area of Mombasa, Fort Jesus, Bishara streets in Nairobi and Mombasa. Masai Market in Nairobi. Kenyan National Museum and Karen Blixen Museum in Nairobi.  
India – Taj Mahal, Red Fort Fatehpur Sikri, Palace of Winds, Amber Palace.
- (iv) **2 marks – 1 mark for basic description. 1 mark for further detail.** 2
- Egypt – Arid, hot and dry.
  - Kenya – equatorial. Hot in summer in the interior with some rain in spring and autumn. Warm and wet at the coast.
  - India – Hot, wet (monsoon) summers, warm dry winters, colder towards Himalayas, dry & warm in Deccan Plateau.
- (v) **2 marks – 1 mark for health, 1 mark for safety.** 2
- Egypt – Heatstroke, drinking bottled water, don't bathe in the Nile, food poisoning. Precautions against traveller's diarrhoea, immunisation against Hepatitis A and B, Typhoid and Tetanus-diphtheria. Limited risk of Malaria.
  - Kenya – Malaria, water, dangerous animals, drinking water.
  - India – Malaria, hepatitis, water, animals, insects.
  - Possibility of terrorism in all three countries.

- (b) (i) 2 marks – 1 mark for each description.**
- Las Vegas – south west United States in the Nevada desert.
  - Hawaii – isolated island group in the Pacific Ocean to the west of the United States.
  - Bangkok – in central Thailand, south east Asia.
  - Singapore – at the southernmost tip of the Malay peninsula in south east Asia.
- (ii) 2 marks – 1 mark for each example.**
- Las Vegas – casinos, The Strip, trips to the Grand Canyon.
  - Hawaii – Waikiki Beach, Pearl Harbour, volcanic regions of Kilauea and Mauna Loa.
  - Bangkok – Wat Phra Keow (Emerald Buddha), Wat Pho (Reclining Buddha), Floating market.
  - Singapore – Raffles Hotel, Sentosa Island, Bukit Timah, Fort Canning.
- (iii) 2 marks – 1 mark for each example of local cuisine.**
- Las Vegas – International cuisine with some of the world’s top restaurants, to milkshakes, sandwiches and burgers.
  - Hawaii – International cuisine with local pork, chicken and seafood based dishes. Macadamia nut, banana and coconut pancakes. Hawaiian speciality.
  - Bangkok – Hot red curry, green curry, rice dishes, coconut milk.
  - Singapore – Malay cuisine is most popular – spices, coconut milk. Satay – skewered meat. Indonesian cuisine – hot and spicy beef rendang, chicken sambal, gado-gado.
- (iv) 2 marks – 1 mark for each example.**
- Las Vegas – indigenous artifacts (Indian). Vegas beads.
  - Hawaii – Polynesian cultural items.
  - Bangkok – Thai silks and cottons, batiks, silver pottery, precious and semi-precious stones, dolls, masks, lacquerware, pewterware, bamboo artifacts and bronzeware.
  - Singapore – Malay antiques, batiks, cameras, jewellery, specialised items made from reptile and snake skins eg shoes, handbags, silks perfumes and silverware.

8

**Total 18**

[END OF MARKING INSTRUCTIONS]