



# **2011 Travel and Tourism**

## **Higher**

### **Finalised Marking Instructions**

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## 2011 Travel and Tourism Higher

### Section A

#### Question 1

	<b>Marks</b>
<b>(a)</b>	<b>1 mark for each correct definition – wording need not be exactly the same as below, but the meaning should be clear.</b>
<b>(i)</b>	International tourism: travel for business or pleasure reasons across national boundaries, whether one or more countries are visited. <span style="float: right;"><b>1</b></span>
<b>(ii)</b>	Tourist night: a night spent away from home using any type of accommodation, or in transit, on a trip. <span style="float: right;"><b>1</b></span>
<b>(iii)</b>	Incentive travel: travel given as a reward for business success. <span style="float: right;"><b>1</b></span>
<b>(iv)</b>	Tourism: The temporary, short term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations. <b>(Must mention all three elements of the definition to gain the mark)</b> <span style="float: right;"><b>1</b></span>
<b>(b)</b>	<b>3 marks (1 mark each)</b>
<b>(i)</b>	Scottish Natural Heritage <ul style="list-style-type: none"><li>• Help conserve and enhance the natural heritage of Scotland</li><li>• Help people understand, enjoy and use it widely so that it can be sustained for future generations</li><li>• Promotes the natural heritage of the country.</li></ul> <span style="float: right;"><b>2</b></span>
<b>(ii)</b>	<b>(1 mark for one correct service)</b> <span style="float: right;"><b>1</b></span>  SNH is responsible for <ul style="list-style-type: none"><li>• Maintaining National Nature Reserves</li><li>• Designating sites of special scientific interest</li><li>• Protecting National scenic areas</li><li>• Developing country parks, regional parks, long distance footpaths eg the West Highland Way</li><li>• Providing ranger services</li><li>• Providing an advisory role to educational services</li><li>• Any other valid response.</li></ul>

- (c) (i) **1 mark**  
**(any 2 names for 1 mark – one name, no marks)** **1**  
eg Ryanair, Jet2
- (ii) **2 marks**  
**1 mark for each correct point** **2**
- Increase in volume of air travel, increase in number of destinations from the UK, use of lesser airports, use of low cost airlines by businessmen, shortened turn-around times, focus on operating costs, multi-tasking staff (doing tidying etc), negotiating power (reducing landing fees), or any other reasonable response.
- (iii) **2 marks**  
**1 mark for each correct point** **2**
- Downturn in the global economy, increased taxes on fuel leading to higher costs and potentially higher fares, increase in other taxes, impact of the environmental lobby (bad image of aviation in relation to pollution/carbon footprint etc), or any other reasonable response. Competition from 'traditional' airlines.
- (d) (i) **2 marks**  
**1 mark for each relevant point made** **2**
- Leisure tourism is important as it brings in more tourists and more income for Scottish tourism than the others.
  - Business tourism is important as the spend per head is higher. Business tourists may stay longer and bring their partners.
  - VFR – important because they may stay longer. They attend events and boost genealogy tourism. They also spread tourism geographically. They also influence visits to attractions by locals.
- (ii) **2 marks – a minimum of 4 services should be mentioned – 2/3 for 1 mark. No marks for 1 only.** **2**
- Provide a range of services to aid the smooth running of a conference, including:
    - advice on funding
    - help with identifying a suitable conference venue
    - arranging accommodation for speakers and delegates
    - publicising the conference
    - registering delegates
    - subcontracting the catering
    - organising audio-visual equipment
    - any other requirements as necessary.

## Question 2

Marks

**(a) 4 marks**

**(1 mark for each relevant point made)**

**4**

- The chain of distribution offers alternative options so that the product is accessible to the customer in a variety of ways. These include:
  - (a) Direct sell where the product is distributed directly to the customer, without using the tour operator (wholesaler) or travel agent (retailer).
  - (b) Using the wholesaler only, but not using the services of the retailer.
  - (c) Using the retailer only, but not using the services of the wholesaler.
  - (d) Using the services of both the wholesaler and the retailer.

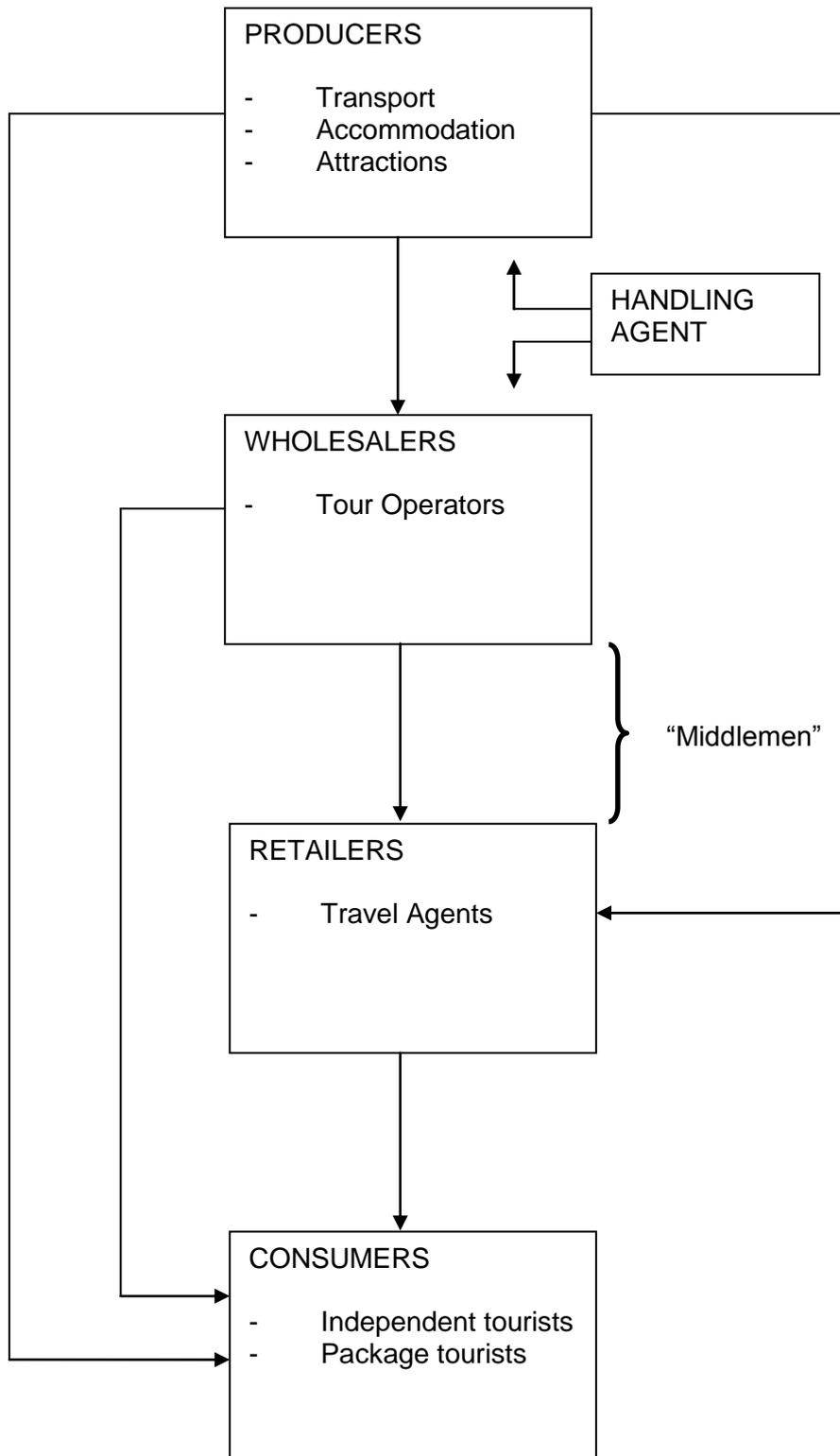
Candidates may decide to illustrate these points by drawing the Chain of Distribution (see page 5). However, an explanation without the diagram (as above) is acceptable. A diagram with no explanation is not acceptable.

**(b) 4 marks**

**(1 mark for each correct identification and 1 mark for each correct description)**

**4**

- Tour operator (wholesaler) – to buy or reserve in bulk (thus achieving discounted rates) accommodation, transportation and other services and to combine these into packages
- Travel agent (retailer) – to sell a range of products or services to the traveller, including package holidays, airline tickets, insurance, foreign exchange etc.



**Figure 2.2 – The Chain of Distribution in the Tourism Industry**

**(c) 4 marks – for a coherent argument covering the following points**

**4**

Responses should consider the benefits of integration for the business including:

- Economies of scale
- Increased market share
- Reduced competition
- Greater negotiating and buyer power
- More funding for marketing
- Increased sales volume leading to larger turnover
- Ability to provide a complete range of services.

Because of these benefits, businesses are in a position to provide excellent value for money (through economies of scale, negotiating and buying power etc) for customers.

However, from a customer point of view, it could be argued that integration leads to a lack of choice and too much power invested in the hands of very few operators (as evidenced by the dominance of only two tour operators in the UK).

On balance, if monitored properly, integration should be on the whole, beneficial to customers.

**(d) 4 marks  
(1 mark for explanation of public sector, 1 mark for explanation of private sector and 1 mark for each correct example)**

**4**

Public sector – subsidised by public (government) money

- Visa/passport office
- Marketing support by tourist organisations eg VisitScotland, VisitBritain
- Education and training organisations
- International, national and local government support eg government statistics, etc.

Private sector – no public subsidy – totally commercially based

- Financial service companies – foreign currency
- Insurance companies
- Marketing support from agencies
- Guiding services
- Guide and timetable producers
- Media companies
- Private training providers.

### Question 3

Marks

(a) 3 marks

**(Market orientation is the correct answer. 1 mark for each correct reason to a maximum of 3). No marks for product orientation.**

3

Westlands Farm Park has a market orientation because customers and their needs/wants are central to the business, as evidenced by:

- use of research to establish the business
- ongoing use of customer feedback to ensure that customer needs are being met
- focus on customer care – winning the award
- training of staff
- participation in Customer Care Initiatives
- provision of a product to meet the needs of the customer.

(b) 3 marks

**(1 mark for each benefit identified to a maximum of 3)**

3

Participation in VisitScotland's Quality Assurance Scheme will offer the following benefits:

- an assurance to visitors that VisitScotland has independently verified the park
- information on how and where to access development advice and other support services
- a range of promotional material to support the award ie a wall plaque, window sticker and certificate
- advertising in VisitScotland publications
- entitlement to apply to Local Authority for white and brown 'thistle' signposting
- a quality advisor to give advice on tourist signposting.

(c) 4 marks

**(1 mark for each correct factor identified to a maximum of 4)**

4

Factors which affect pricing:

- Length and intensity of visit
- Any USP
- The range of services provided
- Costs and overheads
- Competitor's prices
- Target market(s)
- Stage of the life cycle of the business
- What the market will bear
- Image.

Answers which suggest that the main focus of pricing is to set prices which are as low as possible should not be accepted.

- (d) 4 marks for a SWOT which exemplifies the four key elements (strengths, weaknesses, opportunities and threats) and which makes relevant points in relation to each. One mark for each identified element plus an example. 2 additional marks to be awarded if the SWOT has more strengths than weaknesses and under 'opportunities' the candidate attempts to build on the strengths and minimise the weaknesses identified.**

6

Strengths of the product:

- appeals to target market
- high quality service element
- profitable
- good range of services/facilities
- good quality staff
- developed based on research

Weaknesses of the product:

- mainly outdoors, therefore subject to weather
- subject to seasonality
- relatively high fixed costs (animals need to be cared for even when there are no visitors)

Opportunities (to build on strengths and minimise weaknesses):

- try to make the park less subject to weather/seasonality by
  - having more indoor features
  - seasonal events (eg Santa's grotto, Easter Egg hunts etc)
  - developing links with local primary schools (to encourage them to visit in the quiet season)

Threats:

- bad weather
- bad press (recent e-coli outbreak at farm parks).

## Question 4

Marks

(a) 4 marks

**(1 mark for each suitable method suggested) For example:**

4

- advertising in local newspapers
- advertising on local radio
- P.R. activities eg colouring competition in conjunction with local newspaper
- Leaflets in local TIC, other local visitor attractions etc
- Sales promotion – vouchers with money off, or one free child place with two accompanying adults etc
- Visits to local schools/societies/etc to give talks.

All suggestions should be reasonable and within the likely budgetary constraints of such a business. Responses which suggest nationwide television advertising campaigns should not be accepted as these would be too expensive for such a business.

(b) 4 marks

**(1 mark for each correct method of evaluation, which must be different for each method of promotion)**

4

Effectiveness of advertising can be evaluated by:

- Monitoring levels of business before the advertising campaign and after the campaign and comparing the improvement
- Asking customers 'how did you hear about us'?

Effectiveness of P.R. activities can be evaluated by:

- Counting the column inches of coverage the story receives in the press

Effectiveness of leaflets can be evaluated by:

- (it is notoriously difficult to monitor the effectiveness of leaflets, but given the ongoing cost of having them, it is vital to attempt to do so)
- using a focus group during the development stage to get feedback on attractiveness etc, can be useful
- asking customers 'how did you hear about us'?

Effectiveness of sales promotion can be evaluated by:

- counting the amount of vouchers presented by customers

Effectiveness of visits can be evaluated by:

- monitoring levels of business before and after
- asking customers 'how did you hear about us'?

(c) 4 marks (responses are likely to vary considerably, but should encompass some of the ideas below. Mark 2 × 1 for at least 2 correct ideas and 2 further marks for any relevant expanded points.)

4

Customer service is an important marketing tool for any tourism business. It can be used to differentiate the product from other similar products on offer. For example, there are many other farm parks like Westlands, so one option to make this business stand out is to focus on the service element. By providing superior service, the business can achieve a reputation on which to build a secure and successful business. Good service is therefore a key element of the product and can be used effectively to promote the business.

**(d) 4 marks**  
**(1 mark for each suitable objective)**

**4**

Objectives should be specific, measurable, achievable and realistic. They should also relate to the period of the plan.

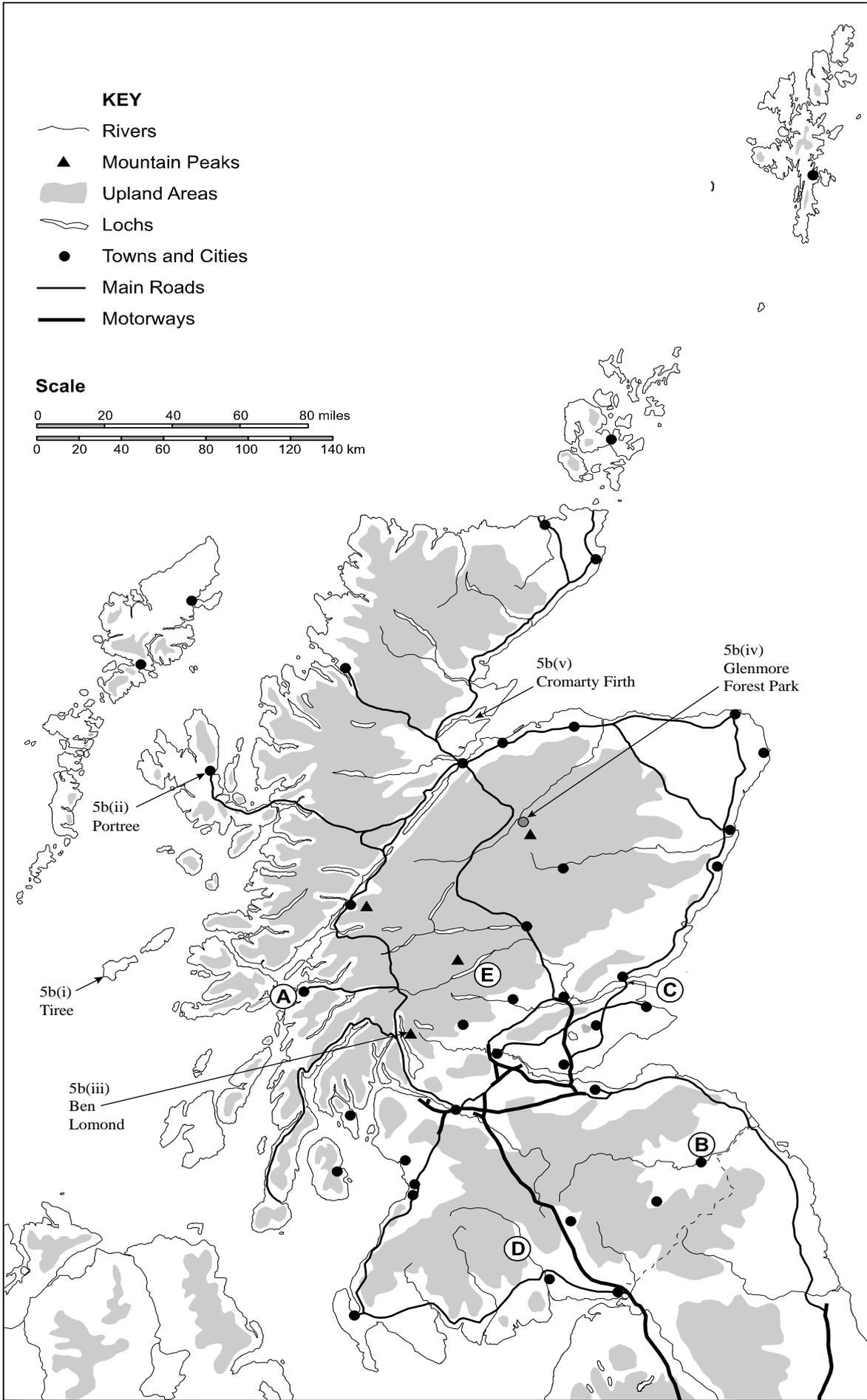
Suitable objectives could include:

- to increase visitor numbers by 5% over the next two years
- to move into profit by the end of the next year
- to develop the product by adding two new animal attractions by the end of the two year period
- to develop a website with online booking facility by the end of the next year
- to put in place plans to build an indoor education centre – plans to be finalised by the end of the two year period with a view to starting to build after a further two year period
- Any other suitable objective.

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

### Question 5

- |   | <b>Marks</b>   |
|---|--|
| <b>(a) 1 mark for each correctly identified destination.</b>  | <b>5</b>   |
| (i) Town A                                      Oban  |  |
| (ii) Town B                                      Kelso  |  |
| (iii) Man made feature C      Tay Rail or Road Bridge   |  |
| (iv) River D                                      River Nith  |  |
| (v) Loch E                                        Loch Tay  |  |
| <b>(b) 1 mark for each correctly located destination</b>  | <b>5</b>   |
| (i) Tiree   |  |
| (ii) Portree  |  |
| (iii) Ben Lomond  |  |
| (iv) Glenmore Forest Park   |  |
| (v) Cromarty Firth  |  |
| <b>(c) 1 mark for each correctly named location</b>   | <b>3</b>   |
| (i) An event attraction in the Scottish Borders   | eg Common Riding or any other correct event  |
| (ii) A natural attraction in Skye   | Cuillins   |
| (iii) A man made attraction in Burns Country  | Culzean Castle, Burns Cottage  |
| <b>(d) For either the island of Arran or the island of Orkney, provide the following important tourist information:</b> |  |
| <b>1 mark each</b>  | <b>5</b>   |
| <b>Arran</b>  |  |
| <b>(i) A description of the location of the island in Scotland.</b>   |  |
|   | Located in South West Scotland on the Firth of Clyde, west of Ayrshire or similar. |
| <b>(ii) The appeal of the island to the tourist.</b>  |  |
|   | Scotland in miniature, mountains, glens, beaches, or similar.                      |
| <b>(iii) A ferry terminal on the island.</b>  |  |
|   | Brodick (Lochranza?)   |
| <b>(iv) A visitor attraction.</b>   |  |
|   | Brodick Castle; or any other correctly named attraction.                           |
| <b>(v) A natural feature.</b>   |  |
|   | Goat Fell, Holy Isle or similar  |



- (i) A description of the location of the island in Scotland.**  
Off the north coast of Scotland in the Pentland Firth, or similar.
- (ii) The appeal of the island to the tourist.**  
Many islands, prehistoric remains, ancient history, wildlife/birdlife or similar.
- (iii) A ferry terminal on the island.**  
Kirkwall, Stromness, St Margarets Hope.
- (iv) A visitor attraction.**  
Skara Brae or any other correctly named attraction.
- (v) A natural feature.**  
Old Man of Hoy or any other correct feature.

## Question 6

	<b>Marks</b>
<b>(a) 2 marks for description of area.</b>	<b>2</b>
(i) Description of the Grampian Mountains.  Area of mountains in NE Scotland with steep slopes, deep glaciated glens, with several inland lochs, etc	
<b>(ii) 1 mark for appeal.</b> Mention of specific factors which would appeal to the society eg steeped in history, named battle sites, named castles	<b>1</b>
<b>(iii) 1 mark each.</b> Strength – diverse landscape in a small area, easily accessible from gateway, good transport network, good hotels or similar. Weakness – climate, poor internal public transport system, midges or similar	<b>2</b>
<b>(iv) Itinerary should focus specifically on Grampian Area. 4 overnight stops 3 marks (3 stops 2 marks; 2 stops 1 mark) 4 attractions 3 marks (3 attractions 2 marks; 2 attractions 1 mark) description of route (at least three correct days) 1 mark feasibility 1 mark.</b>	<b>8</b>
<b>(b) (i) Golf – any suitable golf course in the Central Belt, fishing – any well known fishing river, sailing, Firth of Clyde or Forth or similar. 2 points 1 mark each.</b>	<b>2</b>
<b>(ii) 1 mark for coastal path</b> Fife Coastal Path, John Muir Way, etc	<b>1</b>
<b>(iii) 1 mark each.</b> New Lanark, Verdant Stanley Mills/Works etc, Summerlee, New Glasgow Transport museum Name and explanation required for mark for each industrial site.	<b>2</b>

## Section C – Tourist Destinations

### Question 7

	<b>Marks</b>
<b>(a) 1 mark for each destination correctly identified.</b>	<b>5</b>
(i) Country A	Malaysia
(ii) City B	Acapulco
(iii) Man made feature C	Pyramids
(iv) River D	Rhine
(v) Lake E	Lake Ontario
<b>(b) 1 mark each</b>	<b>5</b>
(i) Tasmania	
(ii) Buenos Aires	
(iii) Mount Everest	
(iv) Yosemite National Park	
(v) Caribbean Sea	
<b>(c) 1 mark each</b>	<b>3</b>
(i) An event attraction in Brazil	Carnival in Rio de Janeiro
(ii) A natural attraction in Kenya	Masai Mara National Park, Mount Kenya, Rift Valley or similar
(iii) A man made attraction in Australia	Sydney Harbour Bridge, Sydney Opera House or similar
<b>(d) For either Peru or South Africa, provide the following important tourist information:</b>	<b>5</b>
<b>Peru</b>	<b>5</b>
<b>(i) A description of the location of the country.</b>	
	West Coast of South America with Pacific Ocean to the west and Andes Mountains to west of country or similar.
<b>(ii) Appeal of the country to tourists.</b>	
	Mixture of mountains, tropical rainforest, Inca civilisation, or similar.
<b>(iii) A main entry airport.</b>	
	Lima
<b>(iv) A visitor attraction</b>	
	Machu Picchu.
<b>(v) A natural feature.</b>	
	Lake Titicaca.

- (i) A description of the location of the country.**

  - Southern tip of Africa with Atlantic to the west and the Indian Ocean to the east or similar.
  
- (ii) The appeal of the country to the tourist.**

  - High mountains, beaches, national parks, cosmopolitan cities.
  
- (iii) A main entry airport.**

  - Cape Town, Johannesburg, etc.
  
- (iv) A visitor attraction.**

  - Kruger National Park or similar.
  
- (v) A natural feature.**

  - Table Mountain.



**Question 8****Marks****(a) Japan**

- |  |          |
|--|----------|
| <b>(i) 2 marks</b>   | <b>2</b> |
| <ul style="list-style-type: none"><li>• Located in eastern Asia east of China. The Sea of Japan separates Japan from mainland Asia. The Pacific Ocean lies to the east of the country, or similar.</li></ul> |          |
| <b>(ii) 1 mark</b>   | <b>1</b> |
| <ul style="list-style-type: none"><li>• Appeal: culture totally different from ours, modern cities, electronics industry, etc.</li></ul>   |          |
| <b>(iii) 1 mark</b>  | <b>1</b> |
| <ul style="list-style-type: none"><li>• +9 hours.</li></ul>  |          |
| <b>(iv) 1 mark</b>   | <b>1</b> |
| <ul style="list-style-type: none"><li>• Japanese swords, kimono, examples of origami or calligraphy</li></ul>  |          |
| <b>(v) 2 marks</b>   | <b>2</b> |
| <ul style="list-style-type: none"><li>• Mt Fujiyama, bullet trains, hot springs, shrines, temples, Disneyland etc.</li></ul>   |          |
| <b>(vi) 1 mark</b>   | <b>1</b> |
| <ul style="list-style-type: none"><li>• Tea ceremonies, cherry blossom festivals, Sapporo Ice Festival.</li></ul>  |          |

**(a) India**

- |  |          |
|--|----------|
| <b>(i) 2 marks</b>   | <b>2</b> |
| <ul style="list-style-type: none"><li>• Located in the Indian subcontinent of Asia (to the South of the continent). Bay of Bengal to the east and the Arabian Sea to the West. Indian Ocean to the South and the Himalayas to the North.</li></ul> |          |
| <b>(ii) 1 mark</b>   | <b>1</b> |
| <ul style="list-style-type: none"><li>• Many large cities with five star hotels eg Mumbai, large customer base, increasingly westernised or similar.</li></ul>   |          |
| <b>(iii) 1 mark</b>  | <b>1</b> |
| <ul style="list-style-type: none"><li>• +8-10 hours</li></ul>  |          |
| <b>(iv) 1 mark</b>   | <b>1</b> |
| <ul style="list-style-type: none"><li>• Saris, textiles, gold jewellery, ornamental brass dishes, etc.</li></ul>   |          |
| <b>(v) 2 marks</b>   | <b>2</b> |
| <ul style="list-style-type: none"><li>• Taj Mahal, red fort, pink fort, Varanasi, Ganges, Himalayas, etc.</li></ul>  |          |
| <b>(vi) 1 mark</b>   | <b>1</b> |
| <ul style="list-style-type: none"><li>• The Hindu Festivals. Deepavali, Navaratri and Dussehra Festivals; Goa Festival, Hala Mohalla (Sikh) Ram Navami; Buddha Purnima</li></ul>   |          |

			<b>Marks</b>
<b>(b)</b>	<b>(i)</b>	<b>2 marks</b> <ul style="list-style-type: none"> <li>• Description of physical features eg mountains, lakes, rivers, coastal areas etc and how these features would appeal to the tourist wanting to experience an active holiday.</li> </ul>	<b>2</b>
	<b>(ii)</b>	<b>1 mark</b> <ul style="list-style-type: none"> <li>• South East of Australia, across Tasman Sea in South West Pacific Ocean</li> </ul>	<b>1</b>
	<b>(iii)</b>	<b>1 mark</b> <ul style="list-style-type: none"> <li>• NZ has a mild maritime climate. North Island is drier and sunnier than South Island which can be cold and cloudy. A cold southerly wind can affect the country.</li> </ul>	<b>1</b>
	<b>(iv)</b>	<b>2 marks</b> <ul style="list-style-type: none"> <li>• +13 hours</li> <li>• Auckland, Christchurch</li> </ul>	<b>2</b>
	<b>(v)</b>	<b>2 points 1 mark each. (Correct location plus correct activity = 1 mark)</b> <ul style="list-style-type: none"> <li>• Mountaineering, skiing the Southern Alps, bungee jumping, sphereing, river rafting the Queenstown area or similar.</li> </ul>	<b>2</b>
	<b>(vi)</b>	<b>1 mark</b> <ul style="list-style-type: none"> <li>• Any named area eg Southern Alps, Mount Cook, Fiordland National Park, Franz-Joseph glacier or similar, or named rivers, lakes etc.</li> </ul>	<b>1</b>
	<b>(vii)</b>	<b>1 mark</b> <ul style="list-style-type: none"> <li>• Advice could include water for dehydration, awareness of altitude sickness, guarding against extremes of temperature, dangers of participating in some extreme sports.</li> </ul>	<b>1</b>

[END OF MARKING INSTRUCTIONS]