



**2009 Travel & Tourism**

**Intermediate 2**

**Finalised Marking Instructions**

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### Question 1

- (a) Reason 1 – They are away from their normal place of work/residence for more than one night. (Time)  
and  
Reason 2 – They are involved in one of the purposes/activities associated with tourism. (In this case VFR) **(2 x 1 mark) (2)**
- (b) **1 mark for each correct answer for a total of 2 marks**  
**1 mark for**  
Attractions  
Transportation  
Support services eg marketing agencies, web/on-line services, passport + visa offices etc **(2)**
- (c) Arrangements/travel normally paid for by the business of an employee(s).  
Examples could include attending
- travel for business meetings
  - exhibitions
  - conferences, conventions or incentives
  - on sales trips
  - any other correct example **(2 x 1 mark) (2)**

**Total (6)**

### Question 2

- (a) **1 mark for one correct entry, 2 marks for 2 or 3 correct entries and 3 marks for 4 correct entries.**
- 1930's – Opening of the first Holiday Camps in the UK (eg Butlins)  
1938 – Holidays with Pay Act  
1960's – Beginning of package holidays to Identikit resorts  
1970's – Development of wide-bodied jets (eg Boeing 747) **(3)**
- (b) **Marks 2 x 1** for an answer which contains **both** the definition of 'package holidays' ie combination of transportation/accommodation/transfers etc sold at one price **and** Identikit resorts' – ie resorts where visitors experience the same type of holiday/similar components  
**1 mark** for correct example eg Benidorm, Magaluf, Salou etc **(3)**

**(c) 1 mark for any 2 of the following reasons**

- Forming the Tourist Boards for England, Wales and Scotland
- Formed the British Tourist Authority
- Introduced grants for tourist developments
- Introduced grants scheme for hotel developments
- Began moves towards accommodation gradings

**(2)**

**Total (8)**

**Question 3**

**(a) Areas of growth/trends could include:**

- Growth in uptake of caravanning holidays
- Festivals
- City breaks
- Visits to Theme parks
- Activity holidays
- Themed breaks eg 'Green' holidays, stag and hen weekends
- Weekend breaks
- Or any other appropriate trend

**(2)**

**(b) 1 mark for each correct entry to a maximum of 4**

<b>Public</b>	<b>Private</b>	<b>Voluntary</b>
Tourist Information Centres	Hotels and Guest Houses	Youth Hostels
<b>Libraries and Art Galleries</b>	<b>Theme Parks</b>	<b>National Trust Properties</b>
	<b>Transport Companies</b>	

**(4)**

**(c) Sources of funding could include –**

- Sponsorship
- Grants from National/Local Government
- Lottery funding
- Entrance fees
- Selling products
- Membership Subscriptions
- Donations

**(2)**

**Total (8)**

#### Question 4

**Allow up to 3 marks for any one section, but full marks cannot be awarded if only two sections answered.**

To achieve full marks there must be an answer for **all three** areas of negative impact

##### Social impacts

- Conflicts between large numbers of tourists and locals going about their daily business; overcrowding
- Drunkenness, street violence, drugs, prostitution, gambling, anti-social behaviour
- Changing family structures eg young people attracted to/earn more in tourist related jobs
- Petty crime eg pickpockets in honeypots

##### Cultural impacts

- Inappropriate dress codes for location, situation or attraction
- Loss of local traditional culture eg food, drink, language
- Commercialisation of their culture eg traditional dance
- Lower quality of arts and crafts produced for the souvenir market

##### Environmental impacts

- Visual pollution – unsightly buildings/landscapes, litter (waste – would require explanation) etc
- Air pollution – traffic, noise eg nightclubs, water sports
- Water pollution – sewage, boat spillage and rubbish
- Erosion of shorelines, footpaths, beaches
- Damage and/or disturbance to fauna, flora and sensitive environments

**Total (6)**

#### Question 5

**(a) (i) 1 mark for explanation**

These are tourist destinations/developments where the activities are respectful of the **environment** in which they take place and of the people that live there.

**(1)**

**(ii) 1 mark for each valid example to a maximum of 4**

- The development would be on a small scale – not catering for mass tourism/ large numbers of tourists
- It would not incorporate multi storied buildings
- The buildings/furniture would be made from local materials eg bamboo not hardwood, and be designed to blend in with the landscape eg spread out
- Would use local produce as opposed to imported food/drink
- They would fit ceiling fans as opposed to air conditioning
- Guests would be encouraged eg room signs to follow green principles such as switch off lights, use as little water as possible, put paper in bins for recycling (or any other acceptable ‘green’ measure regarding recycling)
- Cycle or walk where possible
- Educate guests about local flora, fauna etc eg guided tours to help guests explore the area.
- Screening
- Any other appropriate response

**(4)**

**(b) 1 mark for a correct description of a benefit**  
eg any **one** from the following:

- The development will generate significant income for the area helping local businesses
- There could be (small scale) improvements to local infrastructure and services
- Multiplier effect
- Increased wealth for individuals, groups and local/national government. Where 'money' is offered as a response, the candidate must specify that it has been spent in the local economy. (1)

**Total (6)**

**Question 6**

**(a) 2 x 1 mark for any two** from the following list:

- Any type of hospitality job
- Tour guide (museum or walks)
- Gardener
- Front of house eg take/issue tickets
- Customer service in craft shop
- Produce/serve food and drink for the tearoom
- Any appropriate back of house eg taking bookings (2)

**(b) 2 x 1 mark for any two** from the following list:

- In TICs within reasonable area
- In foyer of local hotels, guest houses etc
- In other local visitor attractions
- Downloadable pdf on a website (2)

**(c) 1 mark for any appropriate method**

- Place advert in appropriate newspapers and magazines
- Ensure it is included in publications/promotional literature distributed by Visit Scotland, TICs and Local Authorities eg 'where to stay/what to see'
- Visit Scotland Website or own website (posters not accepted) (1)

**(d)**

- Domestic coach tour parties
- Nature lovers
- Historians or any other appropriate educational study group
- Those interested in art/culture
- Any other appropriate client group (2 x 1) (2)

**(e) 1 mark for an acceptable reason**

eg

- Few visitors – too cold
- High running costs
- Farm not attractive in winter
- Any of above 1 mark (1)

**Total (8)**

### Question 7

(a)

- Expensive to produce
  - Date very quickly
  - Information is limited
  - Large print runs may be unsustainable ie not 'green'
  - Any other relevant disadvantage
- (2)

(b) **1 mark** for any **one** method from list below

Direct mail shots  
Text messaging/emailing (not website)  
They could produce a company magazine  
Send/offer DVDs

(1)

(c) (i) **2 x 1 mark Any two from list**

- To inform the market of their product
  - Create/increase awareness of their organisation
  - Challenge competitors in the market place
  - Possible Direct Sell/Point of sale
  - Promote the image of the company
  - Attracting new customers
- (2)

(ii) Answers on following sheet in italics

(3)

**Total (8)**

**Figure 1**

<p><b>ATTENTION</b></p> <ul style="list-style-type: none"><li>• Use of colour</li><li>• Good choice of fonts and print style</li><li>• Use of humour/fun approach</li><li>• <i>Visual stimulus ie use of pictures, drawings etc</i></li></ul> <p><b>1 mark</b></p>
<p><b>INTEREST</b></p> <ul style="list-style-type: none"><li>• Keep the reader interested in the product by developing a storyline rather than just a series of facts.</li></ul>
<p><b>DESIRE</b></p> <ul style="list-style-type: none"><li>• Personalise the information so that the potential customer feels the holiday is being provided just for them.</li><li>• Make the potential customer feel that he or she is already there.</li><li>• Show the customer how they will benefit from the holiday.</li><li>• <i>Provide offers/discounts eg for families, larger groups etc.</i></li><li>• <i>Testimonials from previous customers</i></li><li>• <i>Illustrations/descriptions of the attractions available</i></li><li>• <i>Anything that is unique about the attraction</i></li></ul> <p><b>1 mark</b></p>
<p><b>ACTION</b></p> <ul style="list-style-type: none"><li>• Provide a free phone number</li><li>• Provide a telephone number</li><li>• Provide a fax number</li><li>• Provide a location map/address</li><li>• <i>Provide a website address</i></li><li>• <i>Prices and opening times</i></li></ul> <p><b>1 mark</b></p> <p><b>Total 3 marks</b></p>

### Question 8

**1 mark for any of these points (or other valid points) up to a maximum of 4 marks**

Neat hair regardless of length  
Neat personal grooming  
Cleanliness – check for body odour  
Smart clothes eg uniform  
Cheerful disposition eg smiling  
Positive body language

(4)

### Question 9

**1 mark for each benefit to the business or any developed point up to a maximum of 5 marks**

**Any valid reason including these below**

Customers will want to return  
Customers may pass on their good experiences to other potential customers  
Avoids a 'scene' which may affect other customers' perception of the business  
Gives the business an edge over the opposition  
Staff morale can be boosted by positive comments from customers

Developed example:

Good service can lead to an excellent reputation passed on to others by customers, **(1 mark)**  
which would affect future income **(1 mark)**

(5)

### Question 10

**1 mark for each correct description up to a maximum of 4 marks**

Any information normally included in a printed brochure (maximum 1 mark)  
Ability to make bookings on line  
Easy to update special offers  
Can book 24 hours a day 7 days a week  
Can see reviews by previous customers  
Availability

(4)

### Question 11

**1 mark for any relevant front office function in a travel agency**

eg Computerised Reservation System – function making reservations or checking availability  
or providing information

**Up to 2 marks for a valid description**

Description: An on-line booking system which allows the operator to book accommodation, flights, additional packages etc. The system allows the operator to check availability and pricing packages

(3)



### Question 12

#### 1 mark for each destination

1. Inverness
2. Lake Windermere
3. York
4. Thames
5. Clyde Coast/Estuary/Firth or Ayrshire Coast

(5)

### Question 13

Where candidate has entered wrong destination(s) but entered correct destination type(s), mark as follows:

- 1 correct destination type – 0 marks
- 2 or 3 correct destination types – 1 marks
- 4 correct destination types – 2 marks

	<b>1 mark for each destination</b>	<b>1 mark for each destination type</b>
1.	Norway	Scenic or winter sports or city break
2.	Nice/French Riviera/Côte D'Azur	City break or Summer sun
3.	Rhodes	Summer or Winter sun
4.	Rhine Valley	Scenic

(8)

### Question 14

#### 1 mark for each destination

1. Cuba
2. San Francisco
3. Grand Canyon

(3)

**Question 15**

<b>City</b>	<b>Glasgow</b>	<b>Edinburgh</b>
<b>1 mark for each correct attraction up to a maximum of 4</b>	Examples could include Provands Lordship, Glasgow Cathedral, Scotland Street School, Royal Concert Hall, Burrell Collection, Kelvingrove Art Gallery & Museum, Hampden	Examples could include Edinburgh Castle, Holyrood House, Mary Kings Close, Scott Monument, Museum of Scotland, Royal yacht Britannia, Edinburgh Zoo, Our Dynamic Earth, Usher Hall, Lyceum Theatre, Playhouse, Gallery of Modern Art
<b>1 mark for a time between the times opposite</b>	Accept 4.5 hours to 6 hours	Accept 4 hours to 5.5 hours
<b>1 mark for a time between the times opposite</b>	Accept 15 minutes to 40 minutes	Accept 15 minutes to 45 minutes
<b>1 mark for a correct attraction</b>	Any eg Culzean Castle, Loudon Country Park, New Lanark, Lomond Shores,	Any eg Sea Bird Centre, Tantallon Castle, Museum of Flight, Border Abbeys, New Lanark

(7)

### Question 16

**6 marks for an acceptable report with marks allocated as detailed below.**

**1 mark** for a coastal area on the Mediterranean (Canary Islands not accepted)

**1 mark** for a suitable resort

**1 mark** for a suitable gateway airport

**1 mark** for a suitable city for day trip

**1 mark** for a suitable drink or food

**1 mark** for a named attraction

**eg**

Costa Del Sol	Costa Brava	Costa Blanca	French Riviera
Marbella	Salou	Denia	Cannes
Malaga	Reus	Benidorm	Nice
Torremolinos		Alicante	St Tropez
Seville	Barcelona	Valencia	Monte Carlo
Alhambra, Granada	Sagrada Familia	Terra Mitica	Casino
Gibraltar	Nou Camp	Named water park	Grand Prix

Relevant Food      eg Paella, Spanish Omelette (Spain)  
                                 Escargot, Bouillabase (France)

Relevant Drink      eg Rioja, Sangria (Spain)  
                                 Chablis, Pastis (France)

**(6)**

### Question 17

**(a) 1 mark for each weather hazard up to a maximum of 2**

Weather tends to thunderstorms throughout summer

Threat of hurricanes in late summer

High humidity

**(2)**

**(b) 1 mark for each named resort and 1 mark for named attraction**

eg

<b>Florida</b>	<b>Jamaica</b>
<b>Up to 2 marks</b> Clearwater Miami Orlando (Kissimmee, Floridays, Walt Disney World resorts accepted)	Montego Bay Ocho Rios
<b>1 mark</b> Florida Keys Walt Disney World Universal Studios Busch Gardens Cape Canaveral	Bob Marley's House Dunns River Falls Historic Plantation Houses River rafting Port Antonio

**(3)**

**Total (5)**

[END OF MARKING INSTRUCTIONS]