



2010 Travel and Tourism

Intermediate 2

Finalised Marking Instructions

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Question 1

(a) **1 mark for each correct reason given.**

- Tracy is away from her normal place of residence (travel)
 - Tracey's visit will be overnight but short term/temporary (length of stay)
 - She is engaged in activities associated with tourism eg:
 - Visiting relatives (VFR) or
 - Attending the music festival (reason/purpose)
- 3 × 1 (3)**

(b) **Any two correct reasons 2 × 1**

- Congestion in the area
 - Disturbance to normal activities
 - Noise pollution
 - Visual pollution – especially litter
- 2 × 1 (2)**

(c) **2 marks: 1 mark for any correct method and 1 mark for acceptable supporting reason**

- TV advertising
- National/local radio
- National newspapers/musical publications/magazines
- Website

Reasons

- All methods chosen would reach the probable target market
 - All methods chosen would reach a large potential specialist market
- (2)**

Total (7)

Question 2

(a) Offer a range of inclusive/package holidays (**1 mark**) for customers travelling to destinations outwith the UK (**1 mark**). (2)

(b) **2 marks: Any two from the following**

- He was the first to recognise the importance of a break from daily routine for working people
 - Introduced the idea of one all-inclusive travel ticket/package holidays
 - Introduced the hotel voucher
 - Introduced the circular note, the forerunner of the traveller's cheque
- (2)

(c) **2 marks. 1 mark for any 19th century technological from:**

- Invention of tarmacadam/improved roads
- Introduction of steam ships
- Development of railways
- Invention of the bicycle
- Any other relevant development

and 1 mark for 20th century social from:

- Second World War stimulated desire to travel
 - Available information from media sources stimulated interest in foreign travel
 - Greater freedom of choice through increase in disposable income (but an answer simply stating increased disposable income only would not be acceptable)
 - Greater length of holidays with pay
 - Increased leisure time
- (2)

(d) **2 marks. Any two from the list below**

- Lower costs enabled more people to travel
 - Greater number of destinations become more accessible
 - Contributed to the increased popularity of short-break holidays/propensity to take multiple holidays
 - Ease of booking through Internet (increased numbers travelling)
- (2)

Total (8)

Question 3

(a) 1 mark for correct explanation

Leisure involves activities which can be carried out in free or disposable time ie time away from work. Tourism is one of a range of activities which can be carried out in leisure time.

(1)

(b) 1 mark for any one valid point eg

- Business travel agents deal only with business clients
- Business travel agents book directly with principles and tend to focus on selling air travel, hotel accommodation and car rental
- Business clients mostly book by telephone or e-mail

(1)

(c) 6 marks: 1 mark for each correct entry on the grid:

Sector (Private, public or voluntary)	Example of Provider	Method of Funding Business	Employment opportunity in the business
Private	Hilton Hotels	Charges for accommodation, food/drink etc	Chef
Public (1 mark)	Tourist Information Centre	Government or local government grants or subsidies	Receptionist/shop assistant back of house post (1 mark)
Voluntary (1 mark)	National Trust for Scotland	Entry fees, membership fees, shop sales, donations, fundraising events, gift aid, charitable status (1 mark)	Ranger or Warden
Private	Any scheduled or charter airline (1 mark)	Airfares	Aircrew, Check-in Staff (1 mark)

(6)

Total (8)

Question 4

- (a) Generally considered to be those beyond Europe – ie flights longer than 4/5 hours (1)

(b) **3 marks: 1 mark for each correct benefit**

Social

- Local infrastructure improvements could have social benefits
- Improved services, amenities and facilities which can be used by local people
- Visitors may bring their values and traditions resulting in shared understanding including learning languages

Economic

- Will create jobs for the local population
- Improved infrastructure
- Regeneration of less developed areas
- Growth of local businesses
- More foreign currency

Cultural

- Raised awareness of their own culture resulting in a sense of pride in local people
- Traditions/festivals etc may be revived as a result of tourist interest
- Music, dance and art can become attractions for the benefit of tourists (3)

(c) **4 marks for any four different examples from the list below.**

- Limit visitor numbers to the island (promote sustainability)
- Use local produce – food/drink/building materials
- Severely limit or ban vehicles on the island (size)
- Educate/encourage visitors to conserve energy/conserve water etc
- Any one acceptable recycling measure
- Limit/police water-based activities such as water skiing
- Any one action to limit damage caused by visual impact of tourism
- Any other relevant measure (4)

Total (8)

Question 5

- (a) **4 marks. 1 mark for each correct client group.**
NB No repetition of user groups accepted (as per question paper).

Provider	Major User Group
A large theme park near London	<ul style="list-style-type: none"> • School parties • Family with children • Young people • Any other appropriate major use group
A large hotel with conference facilities in Manchester	<ul style="list-style-type: none"> • Large business groups • Education sector • Councils • Corporate interests • Any other appropriate major use group
A National Trust for Scotland stately home with catering facilities near Edinburgh	<ul style="list-style-type: none"> • Coach parties • Day trippers • Organisations & groups eg WRI, historical society • Wedding parties • Any other appropriate major use group
A Bed & Breakfast cottage on the Isle of Skye	<ul style="list-style-type: none"> • Couples on holiday breaks • Touring cyclists/hikers • Climbers/walkers • Any other appropriate major user group

(4)

- (b) (i) Allows organisation providers to find out what their customers want and their opinion on their services. Can help with decision making/ planning.

(1)

- (ii) **1 mark for any correct example:**

- Postal questionnaires and surveys
- Telephone questionnaires
- The Internet
- Observation
- Personal surveys/face to face
- On site questionnaires eg at reception, in room

(1)

Total (6)

Question 6

(a) 2 marks. 1 mark for each correct answer

- Wide range of countries/destinations
- Wide range of different types of package holidays (as indicated by brochures)
- English is spoken/understood in most package holiday destinations
- Ease of booking
- Value for money
- 'Looked after' from start to finish eg access to resort rep abroad, airport transfers, escorted nature of tour operations

(2)

(b) 2 marks. 1 mark for each correct answer

Question allows wide choice of responses eg

- Air cabin crew
- Resort Representative
- Tourist guide/courier
- Travel consultant/Travel agent
- Call centre operator
- Resort manager
- Any other appropriate post

(2)

(c) 4 marks: 2 marks for any two appropriate trends. 2 marks for any two correct domestic trends

Outbound (At the time of writing, before effects of recession felt)

- Continued growth of cruise holidays
- Continued growth of long haul package tours
- Development of up-market resorts eg Dubai
- Dynamic city break based packages (aligned to growth of LCCs)
- Adventure/activity holidays

Domestic

- Growth of activity based holidays
- Growth of city breaks (including stag and hen parties)
- Growth of golf resort hotels (eg MacDonald Hotels, De Vere Hotels)
- Renewed growth of camping and caravan holidays
- Event/festival tourism

(4)

Total (8)

Question 7

(a) 2 marks available if two examples provided.

The leaflet tells the reader what they can do, eg

- Can visit roof platform to view battlefield
- Can walk the actual battlefield
- Experience the battle (360° immersion)

It tells the reader he/she will learn about history, eg

- Uses narration and a battlefield table
- Uses genuine characters and their stories to maintain interest
- Audio/Visual – portable battlefield guide and 360° movie
- Use of pictures/photographs

(2)

(b) 2 marks: Any two from the list below

- Has location map
- Has opening times/seasons
- Has telephone number
- Has e-mail address (through NTS)
- Tells you how to get there – variety (including tour bus)

(2)

(c) 2 marks: Any two from the list below

- In various accommodation establishments in the area
- At tourist information centres
- At transport centres (eg) railway stations, bus stations
- At other tourist attractions in the local area
- At motorway services/restaurants/travel lodges in northern UK
- Supermarkets
- As a download on the website

(2)

(d) 1 mark for any correct client group eg

- Schools
- Businesses for seminars/meetings
- Any private group holding a function
- Marketing companies – product launches

(1)

Total (7)

Question 8

(a) 3 marks: 3 × 1. Any three correct things from:

- Layout
- Space
- Décor
- Lighting
- Cleanliness/tidiness
- Staff appearance including observation of customer service
- Location
- Star rating
- Colour
- Noise
- Temperatures, signage, hazards

(3)

(b) 2 marks 2 × 1. Any two relevant examples from:

- Use welcoming body language
- Take time to find out about the customer without being too inquisitive
- Call customer by their name
- Ask if they have any particular requirements
- Make suggestions as to where to visit, eat etc, order taxis

(2)

(c)

- Complaints provide valuable customer feedback
- Gives business the opportunity to sort out problems and get it right next time
- If properly handled gives the opportunity to regain the confidence of the customer to ensure his/her continued custom

(1)

Total (6)

Question 9

(a) **4 marks: 4 × 1 Must give different examples for each business**

Business 1 (B&B)	Business 2 (Theme Park)
<ul style="list-style-type: none"> • Maintaining records • Selling and promotion • Providing info etc • Accounting • Stock control etc • Making reservations • Internet website • Marketing including promotion and selling 	<ul style="list-style-type: none"> • Making reservations • Handling payments, ticket issue etc • Personnel • Marketing and publicity etc • Accounting • Stock control etc • Internet website • CCTV for visual information <p>Specific functions eg Theme Park</p> <ul style="list-style-type: none"> • Ticket issue • Payroll/HR • Financial Projection

(4)

(b) **No mark for named system
1 mark**

Viewdata: Named business: Named travel agent eg Thomas Cook **(2)**

1 mark

Description: Computer system enabling booking on tour operator's reservation system **(2)**

(c) **2 marks: 2 × 1 (1 for example and 1 for explanation)**

Examples could include touchscreen computers which visitors can use to look-up things. Smart candidates may use examples from the Culloden Battlefield pamphlet

Explanation

- To see different parts of the exhibition
- To test retention of knowledge Q & A
- To provide a general guide to the attraction
- To provide further knowledge/detail on the attraction

(2)
Total (8)

Question 10

1 mark for each correct description

City 1	Dundee	
Resort 2	Blackpool	
River 3	River Severn	
Loch 4	Loch Ness	
National Park 5	Snowdonia	(5)

Question 11

1 mark for each correct description

Country 1	Norway	
City 2	Prague	
Island 3	Majorca	
Coastal Area 4	Cote d' Azur/French Riviera	
Scenic Area 5	Rhine Valley	(5)

Question 12

1 mark for each correct destination and 1 mark for each correct description type

Where candidate has entered the wrong destination but entered the correct description types, mark as follows:

1 correct description – 0 marks

2 or 3 correct descriptions – 1 mark

1	Florida	All year round sun	
2	Rocky Mts	Scenic	
3	Los Angeles	City Break	(6)

Question 13

(a) 1 mark for each correct answer. 3 × 1

for example (eg)

- National Gallery of Scotland
 - Kelvingrove Art Gallery and Museum
 - Scottish National Gallery of Modern Art, National Museum of Scotland
 - The Burrell Collection
 - Edinburgh International Festival
 - Edinburgh Fringe Festival
 - Hunterian Gallery and Museum
 - Edinburgh Playhouse, Festival Theatre, Kings/Lyceum
 - Theatre Royal, Kings or Pavilion in Glasgow
 - Any other correct venue
- (3)

(b) 1 mark for each correct answer. 3 × 1.

Edinburgh: Waverley or Haymarket Station, or Glasgow: Central Station

Arriving in London Kings Cross or London Euston

Approximate time: 4 – 5½ hours

(3)

Total (6)

Question 14

- (a) **1 mark for each correct city City 2 × 1.**

City 1: Rome and City 2: Barcelona

(2)

- (b) **If neither Rome or Barcelona is given, candidates may only achieve a maximum of 2 marks for the completed table.
No mark for choice of city.**

City	ROME	BARCELONA
Approximate flight time from Glasgow Airport	2½ – 3½ hours	2 – 3 hours
Name of suitable gateway airport at destination	Ciampino or Leonardo Da Vinci/ Fiumicino	Barcelona or Girona or Reus
One historic tourist attraction	Any relevant attraction eg The Forum or The Colosseum	Any relevant attraction eg Catedral de Santa Eulalia de Barcelona, Sagrada Familia
One other named tourist attraction	Any relevant attraction eg St Peter’s Basilica, Trevi Fountain, Spanish Steps	Any relevant attraction Las Ramblas, Camp Nou, Joan Miro Foundation Picasso Museum, Parc Güell
One local food or drink speciality	Any relevant dish or drink – cannelloni, abbacchio, gnocchi, mozzarella, wines – frascati, orvieto	Any relevant dish or drink – Paella, lobster Catalan, butifarra, cava, wines, rioja

(5)

Total (7)

Question 15

**(a) No mark for recommended destination.
1 mark per correct reason 2 × 1 eg**

- variety of specific Florida theme parks for family holidays
 - all inclusive resorts with variety of water sports on various Caribbean islands
- (2)**

(b) 1 mark per correct attraction 2 × 1 eg

- any named theme park in Florida
 - any island attraction eg Dunns River Falls, Rick's café, Rose hall in Jamaica
- (2)**

(c) 1 mark per correct disadvantage eg

- long travelling time
 - humidity
 - hurricane season/thunderstorms
- (1)**

Total (5)

[END OF MARKING INSTRUCTIONS]