



2011 Travel and Tourism

Intermediate 2

Finalised Marking Instructions

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Question 1

(a) 1 mark for each point 3 × 1

- They are away from where they normally live
- The visit is short term/they will return home
- The purpose of travel eg sightseeing and outdoor activities, staying in youth hostels

3 × 1 (3)

(b) 1 mark for each 2 × 1

- Castle – visitor attractions sector
- Youth Hostels – hospitality sector or accommodation

2 × 1 (2)

(c) 1 mark for correct answer – Incoming Tourists

(1)

Total (6)

Question 2

(a) 1 mark for each correct answer 2 × 1

- Excursions
- Meals
- Transfers
- Entertainment
- Holiday rep services including children's clubs
- Travel insurance
- Car rental
- Activities
- Theatre tickets

2 × 1 (2)

(b) 1 mark for explanation, 1 for examples.

- Consequence of mass tourism development where destinations have been developed for particular market segments which in all but their location are very often remarkably similar
- Accept Torremolinos, Benidorm, Magaluf, Waikiki etc

(2)

(c) 2 marks given for any two of the following:

- Type of business tourism
- Trips offered by employers to employees as a reward for good performance
- Cost of trip is met by employer and can include leisure trips and holidays

(2)

Total (6)

Question 3

(a) 1 mark for each correct answer 2 × 1

- Development of railways
- Steamships
- Bicycle

(2)

(b) 2 marks for each complete answer (1 mark for each point)

Thomas Cook

- Made administration of tourism easier by introducing the circular note, hotel voucher
- Helped make travel more affordable with introduction of excursion rail fares
- Offered first package holidays to Egypt, USA and Europe
- Pioneered tour operating and travel agency practice

Increased car ownership

- Helped domestic tourism by giving people the freedom to travel
- Offered flexibility in that more remote destinations could be accessed
- Spread the industry geographically
- Led to development of touring/activity holiday
- Cheaper mode of transport when 4-5 people

Development of Tourism Act

- Set up the British Tourist Authority to promote inbound tourism
- National travelling tourist boards to coordinate industry and promote domestic tourism
- Hotel development grants
- Introduced scope for compulsory registration, grading and classification of accommodation

(2)

(c) 1 mark for each correct answer 3 × 1

	Mass market tourism	Domestic tourism	Longhaul tourism
Aviemore		x	
Benidorm	x		
Barbados			x

(3)

Total (7)

Question 4

(a) Answers will be dependent on current situation which may include:

1 mark for each trend 2 × 1

- Increase in holidays to British destinations
- Cruising more popular
- More people taking activity breaks
- Interest in tailor-made holidays
- Green/eco tourism
- Increase in long haul holidays
- Increase in European city breaks

2 × 1 (2)

(b) (i) **1 mark**

Box 3 200,000 > 300,000

(1)

(ii) **2 marks one for each 2 × 1**

Advantage – variety of jobs, meeting people from different cultures, opportunities to travel, discounted travel and accommodation

Disadvantage – long/anti-social hours, low pay, seasonal

Or any other reasonable answers

(2)

Total (5)

Question 5

(a) 1 mark for each answer 4 × 1

Provider	Private Sector	Public Sector	Voluntary Sector
Thomson Holidays	x		
Historic Scotland		x	
Youth Hostel Association			x
Ryanair	x		

(4)

(b) 1 mark – The private sector is made up of companies who run a business to make profits.

(1)

Total (5)

Question 6

(a) 2 × 1 – 1 mark for each correct point made

Environmental impact – answers can reflect negative or positive aspect. However, answers with correct positive and negative impacts are acceptable.

Negative – Erosion to pathways, damage to flora/fauna sensitive environments, increased use of resources – water, electricity etc

Positive – business is using existing accommodation, cycling more environmentally friendly than motorised transport, accommodation is eco friendly.

(2)

(b) 2 × 1 mark for each correct piece of advice given eg

- Encourage tourists to behave responsibly, use local restaurants, buy locally produced goods and food, persuade tourists to become familiar with local language and find out about traditional culture such as music, food and drink.

(2)

(c) 1 mark for correct explanation – Tourism that considers or encourages the preservation of the environment.

(1)

(d) 1 mark for each feasible explanation

- The development would be on small scale – not catering for mass tourism/large number of tourists
- It would not incorporate multi storied buildings
- The buildings/furniture would be made from local materials eg Local stone
- It would be designed to blend in with the landscape eg spread out
- Would use local produce as opposed to imported food/drink
- Guests would be encouraged eg room signs to follow green principles such as switch off lights, 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
- Any other appropriate response

(3)

Total (8)

Question 7

(a) 2 marks, one for each correct reason

- To attract new customers
 - To keep existing customers
 - To create interest in product
 - To inform
 - To reach target group
 - Or any other appropriate response
- (2)**

(b) 2 marks, one for correct method and 1 mark for correct reason

- TV advertising – reaches large number of people over big geographical area
 - Radio advertising – less expensive than TV
 - Adverts in national newspapers – target readership
 - PR – Cheaper than advertising
 - Sales Promotion eg buy one get one free
 - Website – comparatively cheap with worldwide coverage
 - Posters – useful for special events
- (2)**

NB – ‘Advertising’ on its own without explanation should not be awarded a mark.

(c) 1 mark – Seasonal tourism leads to decrease in visitor numbers, attractions need to use special promotions to extend season

(1)

(d) 1 mark any type of non leisure user – Incentive, business tourism for conferences, meetings, special interest (music events) VFR; Groups eg educational; Thrill seekers

(1)

Total (6)

Question 8

(a) **Headroom question – mark holistically. Must be a detailed explanation of each correct point covered. Answer could reflect AIDA principles (Attention, Interest, Desire, Action) eg**

- pictures and word 'luxury' on front cover (attracts attention)
- selection of pictures with headings and detailed descriptions throughout leaflet (attracts attention)
- mentions proximity to historical area and connection with historical figure (generates interest)
- range of facilities listed (generates interest)
- combination of 4 of above creates desire
- contact details – address, telephone, email, website, map, directions – (leads to action) **(4)**

(b) **2 marks for full answer**

- Production costs – distribution of the leaflet is expensive, the leaflet would have a longer shelf life as it wouldn't have to be reprinted when prices change
- To ensure it allows for sales promotion/flexible, tactical pricing **(2)**

(c) **2 marks (2 × 1)**

- TICS/VICS
- Other visitor attractions
- Transport (car hire/bus/railway station)
- Restaurants **(2)**

Total (8)

Question 9

(a) 1 mark for a valid explanation. $1 \times 1 = 1$

Customer service is all of the activities involved in meeting and exceeding the customer's expectations, or any other appropriate response

(1)

(b) $3 \times 1 = 3$

Visitor: A pleasant experience
A perception of having received good value for money
Any other appropriate response

Staff: Job satisfaction
Fewer complaints to deal with
Any other appropriate response

Manager: Repeat business
Improved profit
Word of mouth referrals
Lower staff turnover
Fewer complaints to deal with
Any other appropriate response

(3)

(c) 1 mark for each valid suggestion. $3 \times 1 = 3$

- Acknowledge visitors as soon as they arrive
- Smile
- Demonstrate positive body language
- Call visitors by name if known
- Any other appropriate response

(3)

Total (7)

Question 10

(a) 1 mark for each valid purpose $3 \times 1 = 3$

- To display expected departure time
 - Arrival times/info may be on different board
 - To provide up to date and accurate information
 - To let passengers know straight away of any delays
 - To inform passengers of platform changes
 - To inform passengers of railway company names/providers
 - To inform passengers of stations/train stops on route
 - To advertise if refreshments/buffet available
 - Any other acceptable responses
- (3)**

(b) (i) 1 mark for each correct advantage $3 \times 1 = 3$

- Easy to book
 - Easy to check availability
 - Easy to compare prices and check for best deal
 - Images help to let you know what you are booking
 - Don't have to visit a travel agency – can be done from home
 - Easy to compare quickly eg reading reviews
 - Enables creation of travel arrangements which meet individual needs
- (3)**

(ii) 2×1

- Difficulties presented when trying to change booking details
 - Special arrangements cannot be booked
 - No contact with a human being
 - No advice on alternatives
 - Can be time consuming
 - Timed out
 - Lack of important advice
 - Possibility of making mistakes
 - Possibility of identity theft or fraud
 - Credit or charge card charges
 - Information may not be accurate (eg unreliable reviews on Trip Advisor)
 - Not everyone is comfortable with using Internet technology
- (2)**

Total (8)

Question 11

Total for Q11 = 5 marks 5×1

City 1	London	
City 2	Inverness	
River 3	River Tay	
Scenic Area 4	Cornwall	
National Park 5	Loch Lomond & The Trossachs (full name must be given)	Total (5)

Question 12

Total for Q12 = 5 marks 5 × 1

Country 1	Turkey	
City 2	Florence	
Island 3	Tenerife	
Coastal Area 4	Algarve	
Scenic Area 5	Pyrenees	Total (5)

Question 13

Total for Q13 = 3 marks 3 × 1

Island 1	Jamaica	
State 2	California	
Scenic Area 3	Niagara Falls	Total (3)

Question 14

1 mark for correct destination and type

**6 additional marks available for each accurate point in the report.
Attractions must be specific.**

Example: Lake Windermere/Scenic

- Rail from Edinburgh or Glasgow. Change at Oxenholme for Windermere. Journey time 2-3 hours
 - Pleasure cruise on Windermere: Steam Railway. Lakeside to Haverthwaite
 - Visit Beatrix Potters Cottage, Hilltop
 - Visit Wordsworth Cottage at Grasmere
 - Visit Grizedale Forest Park
 - Fell walking, Gorge Walking, Abseiling, Canoeing, Mountain biking
 - Climbing
- Total (7)**

Question 15

(a)

City Break	Scenic	Summer Sun
Madrid	Italian Lakes	Majorca
Athens	Rhine Valley	Tenerife

3 × 1 (3)**Both entries must be correct in each column.**(b) **1 mark for each correctly answered question 5 × 1 = 5.****Example: Majorca**

- (i) Magaluf (1)
- (ii) Good night life and entertainment for young age groups (1)
- (iii) 30 mins transfer time (1)
- (iv) Palma Cathedral, Antique Railway Trip to Soller, Casino at Magaluf, Caves of Drach (1)
- (v) Sangria, Paella, Omelettes (1)

Total (8)**Question 16**

Recommended city	Example – New York	
Approximate flight time from a Scottish Airport	6.5 – 7 hours	(1)
Name of suitable gateway airport at destination	JFK, La Guardia or Newark	(1)
One named shopping attraction	Bloomingdales, Barney's, Macey's, Madison Avenue, Fifth Avenue	(1)
Three other named tourist attractions	Statue of Liberty, Broadway, Central Park, Time Square, Empire State Building, Metropolitan Museum of Art etc	(3)
		Total (6)

[END OF MARKING INSTRUCTIONS]