



2013 Travel and Tourism

Intermediate 2

Finalised Marking Instructions

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Part One: General Marking Principles for Travel and Tourism Intermediate 2

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the specific Marking Instructions for each question.

- (a) Marks for each candidate response must always be assigned in line with these general marking principles and the specific Marking Instructions for the relevant question. If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader/Principal Assessor.
- (b) Marking should always be positive ie, marks should be awarded for what is correct and not deducted for errors or omissions.

GENERAL MARKING ADVICE: Travel and Tourism Intermediate 2

The marking schemes are written to assist in determining the “minimal acceptable answer” rather than listing every possible correct and incorrect answer. The following notes are offered to support Markers in making judgements on candidates’ evidence, and apply to marking both end of unit assessments and course assessments.

Part Two: Marking Instructions for each Question

Question		Expected Answer/s	Max Mark	Additional Guidance																					
1	a	<table border="1"> <thead> <tr> <th>Group</th> <th>Description</th> <th>Tick (✓)</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>A Scottish family with young children on a 10 night camping holiday in France.</td> <td>✓</td> </tr> <tr> <td>B</td> <td>Two French students studying and living in Edinburgh for a year.</td> <td></td> </tr> <tr> <td>C</td> <td>A team of engineers from Bristol attending a trade fair in the SECC in Glasgow for two days.</td> <td>✓</td> </tr> <tr> <td>D</td> <td>A class of Primary 7 pupils from Stirling on a school trip to Edinburgh Zoo for the day.</td> <td></td> </tr> <tr> <td>E</td> <td>Six friends from Aberdeen on a shopping and theatre trip to London for the weekend.</td> <td>✓</td> </tr> <tr> <td>F</td> <td>A pair of lecturers from the USA working in Dundee for two years on a research project</td> <td></td> </tr> </tbody> </table> <p>1 mark for 2 correct ticks 0 marks for 1 correct tick</p> <p style="text-align: right;">1x1</p>	Group	Description	Tick (✓)	A	A Scottish family with young children on a 10 night camping holiday in France.	✓	B	Two French students studying and living in Edinburgh for a year.		C	A team of engineers from Bristol attending a trade fair in the SECC in Glasgow for two days.	✓	D	A class of Primary 7 pupils from Stirling on a school trip to Edinburgh Zoo for the day.		E	Six friends from Aberdeen on a shopping and theatre trip to London for the weekend.	✓	F	A pair of lecturers from the USA working in Dundee for two years on a research project		1	
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1	b	<p>3 marks one for each of the following reasons:</p> <ul style="list-style-type: none"> • Away from home/place of work (distance travelled) • Visit is short-term/temporary (length of stay) • Purpose of their visit is leisure <p style="text-align: right;">3x1</p>	3																						
			(4)																						

Question	Expected Answer/s	Max Mark	Additional Guidance
2	<p>Incentive Travel Definition: Trip given to an employee as a reward by the employer for high performance in the workplace (1)</p> <p>Example: A holiday in Hawaii for e.g. exceeding sales targets (1)</p> <p>Domestic Tourism Definition: Tourism within a country by people who live in that country (1)</p> <p>Example: A couple from Kirkcaldy going on holiday to Nairn for a week (1)</p> <p>Identikit Resort Definition: 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 (1)</p> <p>Examples: Benidorm, Salou, Torremolinos (1)</p> <p>Long-Haul Destination Definition: A destination that requires a flight of 5 or more hours (1)</p> <p>Examples: New York, Dubai (1)</p> <p>1 mark for each correct definition 1 mark for each correct example</p> <p style="text-align: right;">3x2</p>	6	
		(6)	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	a	<ul style="list-style-type: none"> • Invention of Tarmacadam • Introduction of steamships • Development of railways / trains • Invention of the bicycle <p>1 mark for correct example</p> <p style="text-align: right;">1x1</p>	1	
3	b	<ul style="list-style-type: none"> • Factory Act 1901 • Holiday with Pay Act 1938 <p>1 mark for correct example</p> <p style="text-align: right;">1x1</p>	1	Candidates don't need to give the date for the mark.
3	c	<ul style="list-style-type: none"> • World Wars stimulate desire to travel • Cinema, radio and TV stimulate interest in foreign travel • Shorter working week • More time due to paid holidays • Billy Butlin opened holiday camps for families <p>1 mark for correct example</p> <p style="text-align: right;">1x1</p>	1	No mark for paid holidays as this is an economic reason, the mark here is awarded for the idea of having <u>more time</u> because of paid holidays
3	d	<ul style="list-style-type: none"> • Increasing amount of holidays with pay • Wages continue to rise • Cost of overseas travel falls – eg charter operators and no-frills airlines offer low prices to travellers, package holidays etc <p>1 mark for correct example</p> <p style="text-align: right;">1x1</p>	1	
			(4)	

Question		Expected Answer/s	Max Mark	Additional Guidance
4	a	<p>Young men (1) from the aristocracy/wealthy families (1)</p> <p>2 marks, one for each correct point</p> <p style="text-align: right;">2x1</p>	2	
4	b	<p>Educational/to experience European culture</p> <p>1 mark</p> <p style="text-align: right;">1x1</p>	1	
4	c	<p>Paris/Marseilles/Rome/Venice/Florence/Turin/Naples/Athens</p> <p>1 mark for any</p> <p style="text-align: right;">1x1</p>	1	
4	d	<p>War in Europe/the Napoleonic Wars/French Revolution</p> <p>1 mark for correct explanation</p> <p style="text-align: right;">1x1</p>	1	
			(5)	

Question		Expected Answer/s	Max Mark	Additional Guidance	
5			6		
			Provider	Sector (Private, Public or Voluntary)	Employment Opportunity
			British Airways	Private	Pilot
			National Trust for Scotland	Voluntary	Ranger Tour Guide Gardener Shop Assistant
			Historic Scotland	Public	Shop Assistant Steward Tour Guide Stone Mason
Pizza Express	Private	Chef Waiter Manager Cleaners			
<p>1 mark for a correct choice of sector 1 mark for each correct employment opportunity (or accept any other suitable examples of employment)</p>				6x1	
			(6)		

Question		Expected Answer/s	Max Mark	Additional Guidance
6		<p>Answers should be fully explained. Mark out of half (ie total of 3) if a list is given. Do not give credit for repetition of points.</p> <p>2 marks per section, one for each of the following:</p> <p>During construction</p> <ul style="list-style-type: none"> • The lodges should be built on the whole from natural materials eg wood to allow them to blend into the scenery • Existing trees should be retained, where possible, to maintain the look of the area/reduce impact on wildlife • Building materials should be from sustainable sources eg rainforest • Building materials should be sourced locally • Recycled building materials • Use of builders and suppliers that are known to be eco friendly • Putting in insulation • Reduce transport by bringing in supplies in bulk <p>Credit should be given to points that link the above with reduction of greenhouse gases and the impact of this on global warming</p> <p>2 marks per section, one for each</p> <p style="text-align: right;">2x1</p>	2	
6	a	<p>Energy</p> <ul style="list-style-type: none"> • Solar heating panels could be used to reduce use of fossil fuels • Low energy light bulbs reduce the amount of electricity used • Light fittings with sensors and timers where appropriate to ensure energy is not wasted • Showers instead of baths reduces amount of hot water • Double glazing helps to retain heat in lodges <p>2 marks per section, one for each</p> <p style="text-align: right;">2x1</p>	2	
	b	<p>Energy</p> <ul style="list-style-type: none"> • Solar heating panels could be used to reduce use of fossil fuels • Low energy light bulbs reduce the amount of electricity used • Light fittings with sensors and timers where appropriate to ensure energy is not wasted • Showers instead of baths reduces amount of hot water • Double glazing helps to retain heat in lodges <p>2 marks per section, one for each</p> <p style="text-align: right;">2x1</p>	2	

Question		Expected Answer/s	Max Mark	Additional Guidance
6	c	<p>Property maintenance eg cleaning and waste disposal</p> <ul style="list-style-type: none"> • Using environmentally friendly cleaning products • Recycling of paper, glass and plastics • Waste bins throughout to minimise littering • Take part in GTBS (Green Tourism Business Scheme) • Composting <p>2 marks per section, one for each</p> <p style="text-align: right;">2x1</p>	2	
			(6)	

Question		Expected Answer/s	Max Mark	Additional Guidance
7		<p>Tradesmen</p> <ul style="list-style-type: none"> • Will gain work on construction • Repairs and maintenance of lodges <p>Local school Leavers</p> <ul style="list-style-type: none"> • Range of new employment opportunities <p>Farmers</p> <ul style="list-style-type: none"> • Can sell produce to shop and café • Could sell land to the company • Farmers diversify for tourism <p>Shops and restaurants</p> <ul style="list-style-type: none"> • Visitors will buy goods and services in local businesses • Businesses may be able to expand and make more profit <p>1 mark for each reason given and reasons must be different for each local group.</p> <p style="text-align: right;">3x1</p>	3	
			(3)	

Question	Expected Answer/s	Max Mark	Additional Guidance								
8	<table border="1" data-bbox="284 367 1313 1088"> <thead> <tr> <th data-bbox="284 367 684 405">User Group</th> <th data-bbox="684 367 1313 405">Services/Facilities</th> </tr> </thead> <tbody> <tr> <td data-bbox="284 405 684 667">Foreign Language Speaker</td> <td data-bbox="684 405 1313 667"> <ul style="list-style-type: none"> • Headphones in foreign language • Display boards in foreign language • Tour guides who speak foreign language / translator • Foreign language leaflets • Tours for foreign language speakers </td> </tr> <tr> <td data-bbox="284 667 684 857">People with mobility problems</td> <td data-bbox="684 667 1313 857"> <ul style="list-style-type: none"> • Ramps • Disabled toilets • Wheelchairs • Disabled parking spaces </td> </tr> <tr> <td data-bbox="284 857 684 1088">Families with babies and young children</td> <td data-bbox="684 857 1313 1088"> <ul style="list-style-type: none"> • Baby changing facilities • High chairs • Bottle warming facilities • Children's menus • Play area </td> </tr> </tbody> </table> <p data-bbox="284 1126 751 1160">(Or any other acceptable answer)</p> <p data-bbox="284 1200 938 1267">1 mark for each correct service per user group Maximum 2 marks per user group</p>	User Group	Services/Facilities	Foreign Language Speaker	<ul style="list-style-type: none"> • Headphones in foreign language • Display boards in foreign language • Tour guides who speak foreign language / translator • Foreign language leaflets • Tours for foreign language speakers 	People with mobility problems	<ul style="list-style-type: none"> • Ramps • Disabled toilets • Wheelchairs • Disabled parking spaces 	Families with babies and young children	<ul style="list-style-type: none"> • Baby changing facilities • High chairs • Bottle warming facilities • Children's menus • Play area 	6	6x1
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Question	Expected Answer/s	Max Mark	Additional Guidance
9	<p>Attention</p> <ul style="list-style-type: none"> • Use of colour photograph on front cover • Bold, easily read font eg Arial • Use of colour to catch eye • Five star rating <p>Interest</p> <ul style="list-style-type: none"> • Brief descriptions of tours and the attractions • Personalise the information by directing it at the customer eg use of you/your • Colour pictures illustrating tour's attractions • Quotes from satisfied customers of company <p>Desire</p> <ul style="list-style-type: none"> • Combination of above for interest helps create desire • Offers or discounts that may be available • Five star rating <p>Action</p> <ul style="list-style-type: none"> • Contact details – telephone number, e-mail, address • Website to book • Map/directions <p>1 mark for each separate point referring to the AIDA Principle.</p> <p style="text-align: right;">4x1</p>	4	
		(4)	

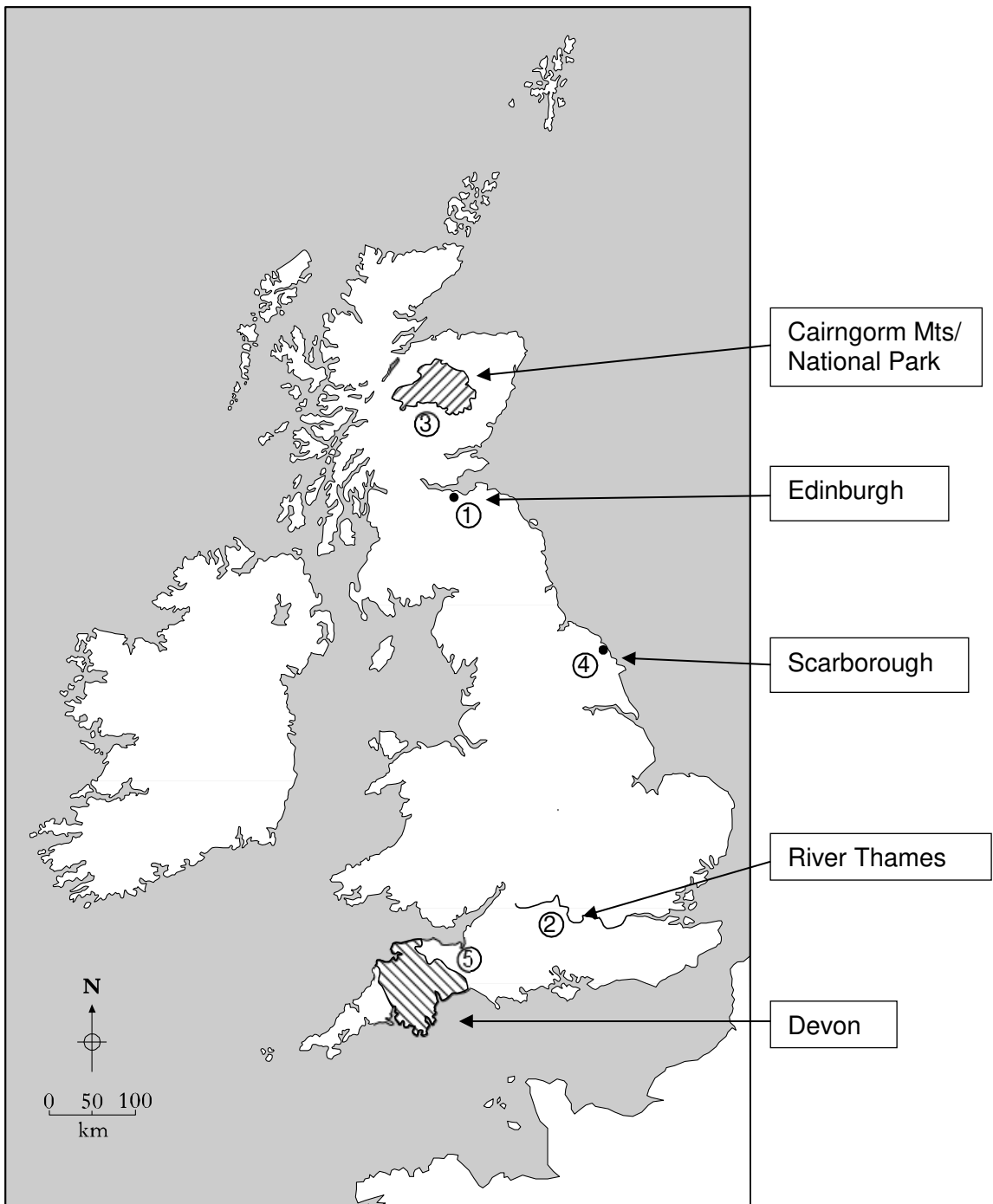
Question			Expected Answer/s	Max Mark	Additional Guidance
10	a	i	<p>Direct Mail</p> <ul style="list-style-type: none"> • Can be sent to chosen target group • Can be sent to former customers • Leaflet can be included in mail 	4	
		ii	<p>Advertisement in local newspaper</p> <ul style="list-style-type: none"> • Will be seen by a wide variety of people • May attract new customers • Local paper so will be seen by people who can access buses easily <p>1 mark for each correct reason</p> <p style="text-align: right;">4 x 1</p>		
10	b	i	To stimulate interest	1	
		ii	<p>Accept any month if reason given is valid. Eg January as:</p> <ul style="list-style-type: none"> • Scenery not at its best due to no leaves on the trees • People have less money for holidays due to high spending over Christmas • Weather can make road transport difficult <p>1 mark for each correct reason for both parts of the question</p> <p style="text-align: right;">2x1</p>	1	
				(6)	

Question		Expected Answer/s	Max Mark	Additional Guidance
11	a	<p><u>Possible answers may include:</u> Exceeding the customers' needs Speedy Friendly / Positive Polite Clear speech Sincere Helpful Efficient / Reliable Concerned Positive body language Smiling Making eye contact Good listener Knowledgeable Know how to deal with customer complaints</p> <p>1 mark for each correct word or phrase given up to a maximum of 4 marks</p> <p style="text-align: right;">4x1</p>	4	Don't accept any comments regarding personal appearance of the staff as the question relates to good customer service <u>behaviours</u> .
11	b	<p><u>Possible answers may include</u> Satisfied customers are more likely to return Satisfied customers are more likely to recommend to others Word of mouth is a means of free advertising Brings increased sales Satisfied customers leads to job satisfaction among staff Satisfied staff means lower staff turnover and reduced training costs Good customer service gives business the edge over competitors</p> <p>Answers MUST refer to the provider and NOT to the consumer</p> <p>1 mark for each valid point up to a maximum of 4 marks</p> <p style="text-align: right;">4x1</p>	4	
			(8)	

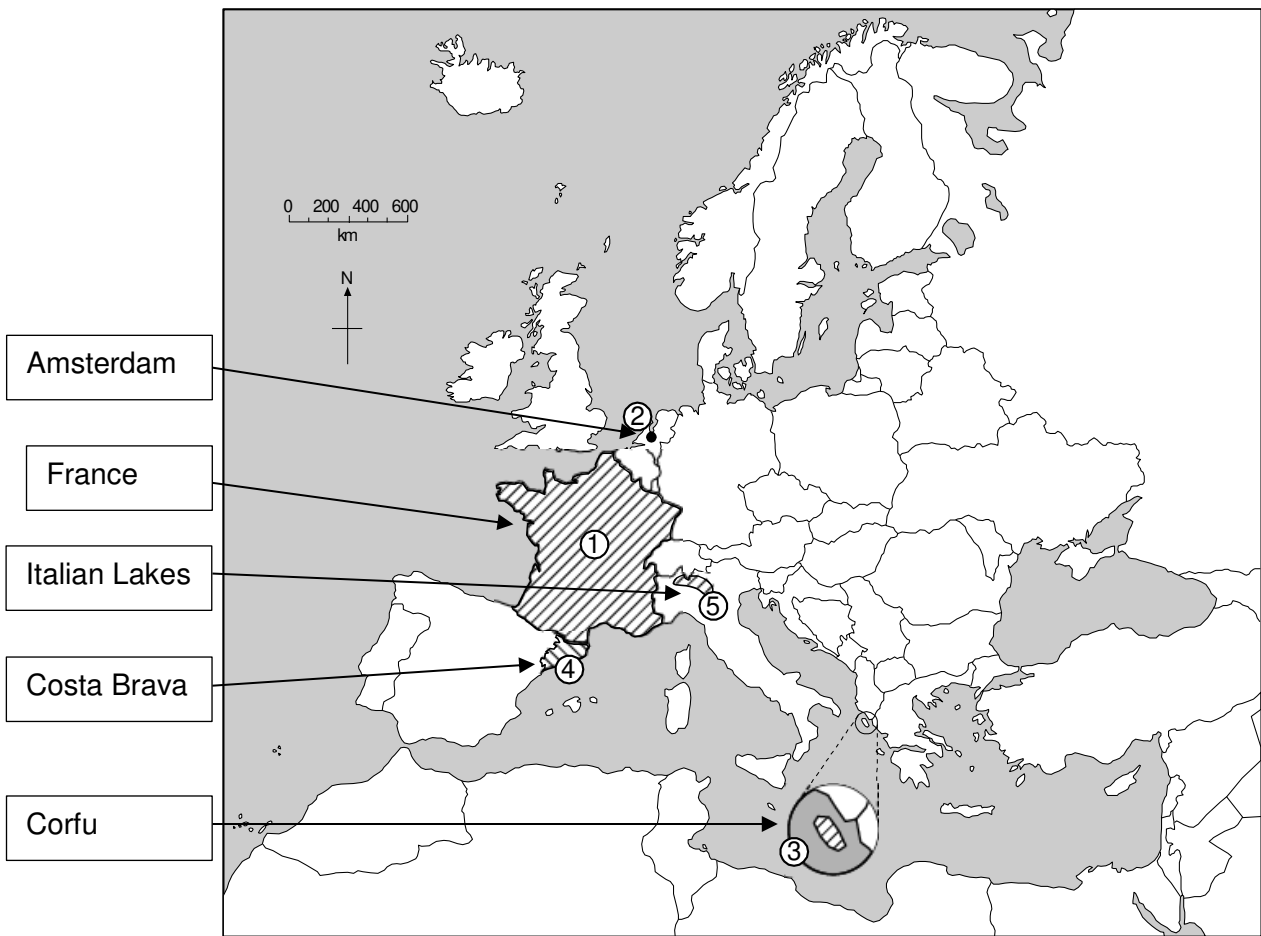
Question		Expected Answer/s	Max Mark	Additional Guidance
12	a	<p><u>Possible answers may include:</u> Any of the information normally included in any printed information eg facilities in the hotel, room details, location map, contact details. Ability to make bookings online Updated special offers Facility to book 24 hours a day 7days a week Reviews by previous customers Availability of rooms Details of any special events Photogallery Virtual Tour</p> <p>Or any other acceptable answer</p> <p>1 mark for each correct description up to a maximum of 4 marks</p> <p style="text-align: right;">4x1</p>	4	
12	b	<p><u>Possible answers may include:</u> Wifi PC access Data Projectors Interactive Whiteboards Laptop Connections Fax Printer</p> <p>Or any other acceptable answer</p> <p>1 mark for each correct answer given</p> <p style="text-align: right;">2x1</p>	2	

Question		Expected Answer/s	Max Mark	Additional Guidance
12	c	<p><u>Advantages may include:</u> Can read reviews from previous tourists Can see photos of hotels, nearby attractions etc Can get advice and tips from previous tourists Can download maps of the area</p> <p><u>Disadvantages may include</u> Previous reviews may be biased Reviews may influence decision Different expectations and satisfaction levels Reviews may be dishonest (eg Made by competitors of the hotelier)</p> <p>Or any other acceptable answers</p> <p>1 mark for each correct advantage and disadvantage given</p> <p style="text-align: right;">2x1</p>	2	
			(8)	

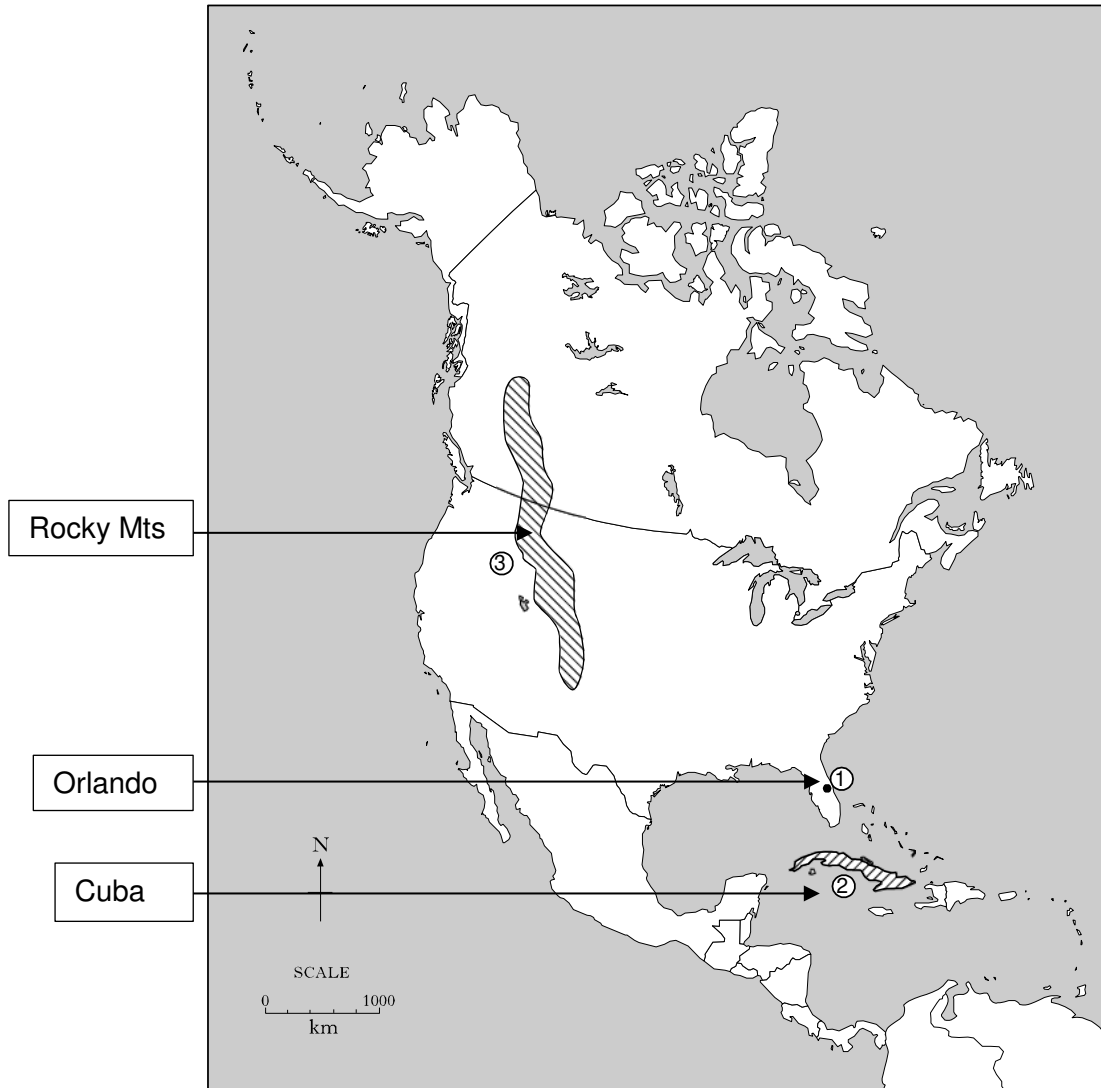
Question		Expected Answer/s	Max Mark	Additional Guidance
13		City 1 River 2 Scenic Area 3 National Park / Grampians Coastal Resort 4 County 5	5	
		Edinburgh River Thames Cairngorm Mts / Cairngorms Scarborough Devon	5x1	



Question		Expected Answer/s	Max Mark	Additional Guidance
14		Country 1 City 2 Island 3 Coastal Region Scenic Area 5	France Amsterdam Corfu Costa Brava Italian Lakes / Italian Alps	5
			5x1	



Question		Expected Answer/s	Max Mark	Additional Guidance
15		City 1 Island 2 Scenic Area 3	Orlando Cuba Rocky Mts	
			3x1	



Question	Expected Answer/s	Max Mark	Additional Guidance																		
16	<table border="1"> <thead> <tr> <th data-bbox="284 367 699 405">City Chosen</th> <th data-bbox="699 367 1114 405">Rome</th> <th data-bbox="1114 367 1465 405">Barcelona</th> </tr> </thead> <tbody> <tr> <td data-bbox="284 405 699 472">Approximate flight time from Central Scotland</td> <td data-bbox="699 405 1114 472">2 ½ - 3 ½ hours</td> <td data-bbox="1114 405 1465 472">2 – 3 hours</td> </tr> <tr> <td data-bbox="284 472 699 573">Arrival airport at chosen destination</td> <td data-bbox="699 472 1114 573">Ciampino Leonardo Da Vinci/Fiumicino</td> <td data-bbox="1114 472 1465 573">Barcelona Girona Reus</td> </tr> <tr> <td data-bbox="284 573 699 775">One important art gallery or museum</td> <td data-bbox="699 573 1114 775">Museum Galleria Borghese Corsini Gallery National Museum of Rome</td> <td data-bbox="1114 573 1465 775">FC Barcelona Museum Sagrada Familia Museum Picasso Museum (Or any other acceptable answer)</td> </tr> <tr> <td data-bbox="284 775 699 909">Famous shopping street or centre</td> <td data-bbox="699 775 1114 909">Via Dei Condotti Via Nazionale (Or any other acceptable answer)</td> <td data-bbox="1114 775 1465 909">Ramblas Passeig de Gracia (Or any other acceptable answer)</td> </tr> <tr> <td data-bbox="284 909 699 1111">Suggested local food or drink speciality</td> <td data-bbox="699 909 1114 1111">Any relevant food or drink Cannelloni, abbachio, gnocchi, mozzarella, Frascati etc (Or any other acceptable answer)</td> <td data-bbox="1114 909 1465 1111">Any relevant food or drink Paella, lobster Catalan, butifarra, cava wines (Or any other acceptable answer)</td> </tr> </tbody> </table> <p data-bbox="284 1155 1106 1189">1 mark per correctly completed row for chosen destination</p> <p data-bbox="1401 1227 1469 1261">5 x 1</p>	City Chosen	Rome	Barcelona	Approximate flight time from Central Scotland	2 ½ - 3 ½ hours	2 – 3 hours	Arrival airport at chosen destination	Ciampino Leonardo Da Vinci/Fiumicino	Barcelona Girona Reus	One important art gallery or museum	Museum Galleria Borghese Corsini Gallery National Museum of Rome	FC Barcelona Museum Sagrada Familia Museum Picasso Museum (Or any other acceptable answer)	Famous shopping street or centre	Via Dei Condotti Via Nazionale (Or any other acceptable answer)	Ramblas Passeig de Gracia (Or any other acceptable answer)	Suggested local food or drink speciality	Any relevant food or drink Cannelloni, abbachio, gnocchi, mozzarella, Frascati etc (Or any other acceptable answer)	Any relevant food or drink Paella, lobster Catalan, butifarra, cava wines (Or any other acceptable answer)	5	
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Question	Expected Answer/s	Max Mark	Additional Guidance
17	<p>Possible Resorts:</p> <p>1) <u>Puerto Pollensa, Majorca</u> Suitability for families: Not as built up and busy as other resorts eg Alcudia; mountains surround and shelter a wide sandy bay so waters are calm; shallow sea for children to swim in</p> <p>Climate: Average July temp ranges from 19-29 with 4 days of rain (or any relevant statement). Accept more general statements if referring to more than one weather element eg hot, sunny, dry</p> <p>Outdoor attraction: Accept any suitable named outdoor attraction suitable for families eg Roman Town of Pollensa or boat trip around cliffs at northern point of Formentor.</p> <p style="text-align: right;">4x1</p> <p>2) <u>Los Cristianos, Tenerife</u> Suitability for families: gently shelving beach with calm waters in sheltered bay; more low key and quieter than neighbouring resort of Playa De Las Americas</p> <p>Climate: Average July temp ranges from 19-26 with 0 days of rain (or any relevant statement) Accept more general statements if referring to more than one weather element eg hot, sunny, dry</p> <p>Outdoor attraction: Accept any suitable named outdoor attraction suitable for families eg Famous Sunday Market or visit one of the top beaches at las Vistas Beach</p> <p style="text-align: right;">4x1</p> <p>4 marks in total for each correctly identified resort and accompanying description. 1 mark to be allocated for correct resort name and a further 3x1 for full description.</p>	<p style="text-align: center;">4</p> <p style="text-align: center;">4</p>	
		(8)	

Question		Expected Answer/s	Max Mark	Additional Guidance
18	a	<p><u>Journey time:</u> Florida/Bahamas 7hrs-10hrs Jamaica/Cuba/Dominica 9hrs-12hrs Other Caribbean Islands 10hrs-13hrs</p> <p style="text-align: right;">1x1</p>	1	
18	b	<p><u>Resort</u> Possible resorts for Florida Clearwater/Miami/ Orlando/Kissimee Possible resorts for Jamaica Montego Bay, Ocho Rios</p> <p style="text-align: right;">1x1</p>	1	
18	c	<p><u>Disadvantages of travelling in August</u> Busy due to the school holidays Humidity Hurricane Season Thunderstorms More expensive</p> <p>1 mark per reason or 2 marks per possible expanded point</p> <p style="text-align: right;">2x1</p>	2	
18	d	<p><u>Advantages of travelling in either winter or spring</u> Weather more pleasant in winter or spring, not as humid Hurricane season is avoided in winter or spring Cheaper flights for British holidaymakers</p> <p style="text-align: right;">1x1</p>	1	

Question		Expected Answer/s	Max Mark	Additional Guidance
18	e	<p><u>Visitor attractions:</u> Florida eg Florida Keys, Walt Disney World, Universal Studios, Busch Gardens Jamaica eg Dunns River Falls, Rick's café, Rose Hall, Historic Plantation Houses</p> <p>1 mark per correctly identified attraction and maximum of 2 marks</p> <p style="text-align: right;">2x2</p>	2	
18	f	<p><u>Local craft souvenir:</u> Disney memorabilia Cuban cigars Jamaican jewellery, straw hats Rastafarian memorabilia</p> <p style="text-align: right;">1x1</p>	1	
			(8)	

[END OF MARKING INSTRUCTIONS]