

# X217/301

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NATIONAL  
QUALIFICATIONS  
2008

TUESDAY, 10 JUNE  
1.00 PM – 3.30 PM

TRAVEL AND  
TOURISM  
HIGHER

Candidates should answer **six** questions as follows.

All **four** questions in Section A (mandatory section covering Structure of the Travel and Tourism Industry and Marketing in Travel and Tourism: An Introduction)

**BOTH** questions in

**either** Section B (option covering The Scottish Tourism Product: An Introduction)

**or** Section C (option covering Tourist Destinations)

Questions in Section A are worth 16 marks. Questions in Section B and C are worth 18 marks.

**Read the questions carefully before starting to answer and allow enough time to answer all six questions.**



## SECTION A

### Answer ALL questions

*Marks*

1. (a) Public sector organisations play a vital role in the travel and tourism industry.  
Identify **four** relevant public sector organisations and give an example of their involvement in the industry. **4**
- (b) (i) Describe the advantages and disadvantages of the growth of low cost flights in the UK. **5**
- (ii) Name any low cost carrier operating flights from Scotland. **1**
- (c) Name **two** quality assurance schemes currently in use in the UK travel and tourism industry and explain the benefits for consumers. **4**
- (d) Explain the main features of VisitScotland's Green Tourism Business Scheme. **2**
- (16)**
2. (a) Explain what is meant by the term "horizontal integration" and give an actual example from the travel and tourism industry to illustrate your answer. **3**
- (b) Name an organisation that represents the retail travel industry and describe its main functions. **4**
- (c) Using a diagram, show the chain of distribution in the travel and tourism industry. Give named examples in your diagram. **4**
- (d) What is an ATOL and which organisation issues it? **2**
- (e) Explain the factors which have led to the growth in demand for cruise holidays. **3**
- (16)**

## 3. Read the following.

Grampian Genealogy is a small company which started up two years ago specialising in Scottish history tours and tracing family trees for clients. Most business has come from the domestic market as it has concentrated its promotion and advertising in small specialist UK publications. It would like to increase its profile to incoming tour operators to try and attract new markets. As part of this, it is planning to exhibit at the next annual Scottish tourism trade fair. In order to prepare for this, it has decided it needs a marketing plan.

In preparing for the production of its marketing plan, you must provide the following information.

- |  |             |
|--|-------------|
| (a) Identify <b>three</b> potential target markets.  | 3           |
| (b) Describe <b>two</b> methods of promotion that the company could use.   | 2           |
| (c) Describe the advantages of attending the trade fair and suggest how the company could use this opportunity to maximise its marketing impact.                 | 5           |
| (d) Using the product, price and place elements of the marketing mix, explain how the company could continue to successfully develop the business in the future. | 6           |
|  | <b>(16)</b> |

**[Turn over**

## 4. Read the following case study.

The Port Sonsie Inn is a well known restaurant located in an isolated situation in the Borders that has been awarded 2 AA rosettes for its food. The business is owned and operated by Sue and Calum Cuthbertson, with Sue in charge of the kitchen and Calum looking after the restaurant. They have been in business for seven years and have built up an excellent reputation in the local area. They are ambitious and dynamic and have decided to expand the business by building 5 deluxe bedrooms. As part of the expansion plan, they have commissioned a specialist marketing consultant to help develop their business.

- |  |             |
|--|-------------|
| (a) Describe the skills and qualities required by staff working in the hospitality industry to ensure they provide excellent customer service. | 3           |
| (b) Describe the advantages <b>to the business</b> of providing excellent customer service.  | 2           |
| (c) The consultant suggested that the business carry out some marketing research.  |             |
| (i) Explain the purpose of marketing research.   | 2           |
| (ii) Give <b>two</b> examples of appropriate marketing research methods that could be used by the Port Sonsie Inn.                             | 2           |
| (d) Describe the term SWOT analysis and give an example for each of its elements that could be applied to the Port Sonsie Inn.                 | 5           |
| (e) Explain the benefits <b>to the tourism industry</b> of having customer focused businesses.   | 2           |
|  | <b>(16)</b> |

[END OF SECTION A]

Answer BOTH questions from EITHER Section B OR Section C

SECTION B

Marks

The Scottish Tourism Product: An Introduction

5. A Spanish tour operator, *Campos Viajes* plans to offer more coach tour holidays of Scotland in its 2009 *Destino Gran Bretanna* brochure.

- (a) (i) One of the holidays it wants to set up is a 6 day (5 night) tour of eastern Scotland covering the area between Edinburgh and Inverness including the Grampian Mountains.

Set out an itinerary for the brochure starting and finishing at Edinburgh Airport which would give the Spanish visitor a flavour of Scotland.

**Your itinerary should contain all of the following information.**

- A detailed six day programme featuring five overnight stops and named lunch stops. 8
- One named visitor attraction that the tour group could visit on each of the six days. Your visitor attractions should include at least **three** of the following:

an industrial heritage attraction;

a castle or ancient monument;

a whisky distillery;

a natural feature;

a man made attraction. 3

- (ii) Give **three** different reasons why this itinerary would give the Spanish tourist a suitable flavour of Scotland. 3

(b) The Spanish tour operator also wishes to provide a short activity break which would appeal to the more active Spanish tourist.

- Extreme sports
- Hillwalking
- Golf
- Fishing

Choose **two** of the above activities.

- (i) Name a suitable location for each (locations should be different). 2
- (ii) Explain the particular appeal of each location. 2

**(18)**

[Turn over

6. A group of French wildlife photographers wants to spend some time touring the Western Highlands and Islands of Scotland. They will fly into Glasgow Airport and travel by minibus to Fort William where their tour will begin.
- (a) Provide the following information.
- (i) A description of the Western Highlands and Islands of Scotland and why this area would be attractive to them. 4
  - (ii) A detailed explanation of **one** strength and **one** weakness of the Scottish tourism product which may affect their holiday. 2
  - (iii) An outline of two regulations or aspects of conservation that the group should consider when walking in the Scottish countryside. 2
- (b) The group wish to include the islands of **Skye** and **Mull** in their tour.
- (i) On **Map 1—Reference Question 6**, plot and name the two islands. 2
  - (ii) On **Map 1—Reference Question 6**, plot and name a ferry terminal on Mull connecting the island to the mainland. 2
  - (iii) Name a national park and a mountain above 1000 metres that they will pass on their journey from Glasgow to Fort William. 2
  - (iv) Briefly describe the road route the wildlife photographers would take from Glasgow Airport to Fort William. 2
- (c) The group is interested in visiting two National Trust properties during its stay in the Western Highlands and Islands of Scotland.
- Name and describe two** National Trust properties that the group could visit. 2
- (18)**

SECTION C

Tourist Destinations

Marks

7. (a) Identify **each** of the following destinations on **Map 2—Reference Question 7**.
- (i) Country A
  - (ii) City B
  - (iii) Natural Feature C
  - (iv) Island Group D
  - (v) River E
- (b) Circle the following tourist destinations on **Map 2—Reference Question 7**.
- (i) Cyprus
  - (ii) Ecuador
- (c) Plot the following tourist destinations on **Map 2—Reference Question 7**.
- (i) Hong Kong
  - (ii) Hawaii
- (d) Name one man-made tourist attraction **and** one natural feature location in:
- (i) Canada;
  - (ii) Peru;
  - (iii) India.
- (e) Select **one** of the countries listed in (d) above and provide information on:
- (i) the capital city;
  - (ii) the main language spoken;
  - (iii) the approximate flight times from the UK to the capital city.
- (18)**

[Turn over for Question 8 on Page eight

8. (a) You are an employee of a large travel agent. As part of your job you have been asked to provide an information pack for customers who are travelling to:

Kenya, **or**  
Japan, **or**  
New Zealand.

Choose **one** of the countries listed above and provide the following information.

- |   |   |
|---|---|
| (i) A brief description of the location of the country.         | 2 |
| (ii) The main appeal of the destination.                        | 1 |
| (iii) A brief description of the climate.                       | 1 |
| (iv) The capital city.  | 1 |
| (v) The time difference between your chosen country and the UK. | 1 |
| (vi) Two visitor attractions.                                   | 2 |

(b)

Venture Tours is a travel company specialising in adventure holidays to long haul destinations for sixth year school pupils. The company wants to expand into new countries where it can offer one or more of the following activities: trekking, watersports (either coastal or river based) and studying the local plants and wildlife.

**You may not refer to Kenya, Japan or New Zealand in this answer.**

- |  |             |
|--|-------------|
| (i) Recommend a suitable country it could use as one of its new destinations.<br><br>Give a brief description of the main appeal of your chosen destination for activity based holidays. | 4           |
| (ii) What are the possible health risks of undertaking an adventure holiday in your chosen country?  | 2           |
| (iii) What is the travel time from the UK to the country and name the main gateway airport?  | 2           |
| (iv) Suggest <b>one</b> example of local food which the pupils could try and <b>one</b> traditional souvenir they could buy.   | 2           |
|  | <b>(18)</b> |

[END OF QUESTION PAPER]