



2007 Travel & Tourism

Intermediate 2

Finalised Marking Instructions

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Question 1

(a) Mark 1 x 2. 1 mark for each correct identification.

A group of Japanese executives spending two weeks golfing in Scotland.	✓
A group of Spanish students living in Edinburgh to improve their English.	
Four American oil engineers working on a six-month contract in Aberdeen.	
A group of teenagers spending the day shopping in Glasgow. They will also attend a pop concert at the SECC in the evening.	
A family from Belgium visiting relatives in Inverness as part of their tour of Scotland.	✓

(2)

For either group accept any two from:

- away from normal place of residence
- length of stay
- engaged in activities associated with leisure and tourism.

(2)

(b) 1 mark for any two of the following reasons.

- Growth of the railways.
- Excursion fares now affordable.
- Bank Holiday Act; more holidays.
- Health benefits of sea air and sea water.
- Provision of entertainment, especially piers and promenades.

(2)

(c) 1 mark from Economic list and 1 mark from Social list.

Economic:

- cost of overseas holidays falls; package holidays
- tourism is now a major part of most countries planning
- rise in wages
- increase in disposable income
- increase in paid holidays to four weeks plus.

Social:

- exposure on cinema, radio and TV
- decreasing fear of travel by air
- improvements in public health
- improvements in education.

(2)

Total (8)

Question 2

Any 3 choices for a total of 6 marks.

Outbound Tour Operator (2 x 1) (2)

- an organisation that organises inclusive tours to a variety of international destinations
- inclusive tours, or package holidays, will include transport, accommodation and other travel services

Travel Agent (2 x 1) (2)

- a company or individual that sells a range of holidays to the general public
- the products are sold on behalf of tour operators or other travel concerns
- offers other services eg flight reservations, car rental, travel insurance

Charter Flight (2 x 1) (2)

- not a scheduled flight
- operate on a high-load factor
- the aircraft is commissioned for a set period of time and will fly to particular destinations
- associated with mainly package holidays

Mass Tourism Destination (2 x 1) (2)

- resorts that receive large numbers of people for leisure (and business) purposes
- mainly these are package holiday destinations
- many of these resorts are identikit, offering very similar holiday experiences

Total (6)

Question 3

1 mark per grid square for a total of 6 marks.

Some answers but not all are 'interchangeable' as long as the candidate adheres to the note in the question.

Type of Business	Tour Operator	Low-cost/no-frills Airlines	City Centre Hotel
Consumer Group:	Families Groups – especially in special interest and 'niche' markets Specific age groups, eg Saga/18-30	Independent travellers VFR Business/Leisure travellers	City break customers Business travel Leisure travellers on weekend breaks
Promotional Technique:	Travel brochures Travel agents (high street windows) Holiday TV programmes Promotional videos/DVD Special offers	TV Local radio Newspapers Internet/websites Billboards Special offers e-mails/texts	Mailshot Local directories, eg in TIC's Incentive schemes Special offers Leaflets/pamphlets

Total (6)

Question 4

2 correct jobs from each list x 3 for a total of 6 marks.

Tour Operators:

- holiday reps
- sales and marketing
- product development staff
- travel consultant
- customer relations staff
- booking clerk
- any other appropriate position in a tour operating firm

(2)

Low-cost/no-frills Airlines:

- pilots
- cabin crew
- check-in staff
- sales/marketing/customer relations staff
- any other appropriate position in a low cost airline

(2)

City Centre Hotel:

- receptionist
- porter
- house staff
- waiters
- chef
- conference organiser
- any other appropriate position in a city centre hotel

(2)

(6)

Question 5

(a) (i) 2 marks for full description, 1 mark for destination, to a total of 3 marks.

Specialist holidays that include a large amount of time spent in an active commitment to a sport(s) or leisure activity. **(1 mark)**

An example(s) of activities may be given as part of the explanation. **(1 mark)** } To total of 2
Suitable niche markets should also be accepted as part of the answer. **(1 mark)** } max

Destination: accept any appropriate destination in Scotland, especially those in the course arrangements (appendix), eg Cairngorms, Glencoe. **(1 mark)** **(3)**

(ii) 2 marks for full description, 1 mark for destination, to a total of 3 marks.

Company paid travel arrangements for business purposes **(1 mark)**, including attendance at meetings, exhibitions, trade fairs, conferences and conventions. **(1 mark)**

Destination: accept any appropriate destination in Scotland, especially those in the course arrangements (appendix), eg Glasgow, Edinburgh. **(1 mark)** **(3)**

(b) 1 mark for explanation, 1 mark for correct provider, 2 marks total.

Organisations (large and small) that cater for these visitors. The common factor (their being aimed at making a profit) must be mentioned.

Examples could include:

- coach/car rental operators
- hotels
- couriers/guides
- conference and event organisers (attractions/activities may be part of the package)
- support services, eg catering

Named examples acceptable. **(2)**

Total (8)

Question 6

(a) 1 mark for simple descriptions, 2 marks for well-developed points.

Economic benefits could include:

- creation of jobs
 - increased wealth for individuals, groups and local/national government. Where ‘money’ is offered as a response, the candidate must specify that it has to be spent in the local economy
 - improved infrastructure, meaning better transport, sewage facilities, etc
 - other investments may be attracted to the area
 - multiplier effect
- (2)**

(b) 1 mark for simple descriptions, 2 marks for well-developed points.

Social and cultural problems could include:

- local customs may be affected by visitor behaviour/demands
 - traditional activities may decline, eg farming
 - tensions between locals and tourists
 - creation of social problems, including crime
 - exploitation of local people
- (2)**

(c) Up to 2 marks for simple descriptions, 4 marks for well-developed points.

Policies may include:

- ensure buildings are designed to blend in with the landscape, eg height limit, village style and use local building materials
 - control pollution, including noise
 - ensure tourists/visitors receive advice on how to protect the local environment and respect local customs
 - use no environmentally unfriendly products
 - use local suppliers who practise eco-friendly policies
 - reduce/recycle waste
 - practise energy conservation
- (4)**

Total (8)

Question 7

(a) 2 x 1 mark

- Concessionary pricing eg families, senior citizens, children
 - Discount for groups
- (2)**

(b) 4 x 1 mark.

NB answers not referring to AIDA principles will attract a maximum of only two marks.

- Use of quotes from satisfied visitors
- Large selection of coloured photos, including cover photo of attraction
- Opening times stated
- Includes a street map with car and bus routes
- Links with Ocean Terminal attractions
- 15 language audio tour
- Address, telephone number, e-mail and website all provided
- Use of historical links; famous people
- And any other relevant AIDA design principles, but must describe how this is achieved
- Language used – personalised link to the Queen.

A – use of colour and photos

I – historic links; use of quotes from satisfied customers

D – culmination of A and I above. 15 language audio tour

A – address, telephone, e-mail, website, street map with car/bus connections

} In practice the
approach is
holistic **(4)**

(c) 2 x 1 mark.

- Daylight hours are longer in these months
 - Volume of tourists generally would be greater in city/country
 - Better weather in high season
- (2)**

Total (8)

Question 8

(a) Any five relevant points from:

- Alter her tone; don't be so defensive
 - Avoid using language that could be offensive or antagonistic, eg "You're not exactly a child"
 - Make comparisons with other attractions
 - Open with an apology to the customer
 - Offer a full refund
 - Through further questioning try to ascertain if there is anything the customer did like – accentuate the positive
 - If unable to satisfy the customer, agree to involve senior staff
 - Listen to what the customer has to say
 - Take the customer aside to a quieter area
- (5)**

Total (5)

Question 9**1 mark for correct system and 1 mark for correct description; Maximum 2 marks for each. (6)**

Function	Description
Accounting and Finance	To keep accounts of the travel agent, and/or to help billing and/or calculate tax and/or control of stocks of travellers cheques/foreign currency
Personnel/Payroll	Database to keep records of staff and/or payroll
Customer records	Customer files and/or database for future promotions
Promotion	Design and/or production of promotional materials
Ticket Issue	Automated boarding passes/MPDs (Multi Purpose Documents)/MCOs (Miscellaneous Charges Orders)

Or any other valid function and description

Total (6)**Question 10****1 mark for correct system and 1 for correct description. (6)**

Travel & Tourism Business	Computer System	Description
The MacDonald Hotel Group	VisitScotland.com	Website allowing advertising of availability and direct online booking
Thomas Cook (travel agencies)	Viewdata or Galileo	Computer system enabling booking and storage of client data on tour operator's reservation systems
British Airways	Galileo GDS	Computer system managing the booking and allocation of airline seats

Total (6)

Question 11

1 mark for each destination.

1. St Andrews
2. Peak District
3. Brighton
4. Devon
5. River Spey

(5)

Question 12

1 mark for each destination.

1. Costa Del Sol
2. Paris
3. Pyrenees
4. Switzerland (Italy also accepted due to position of number 4 on the map)
5. Cyprus

(5)

Question 13

1 mark for each destination.

1. New York
2. Colorado
3. Trinidad

(3)

Question 14

1 mark for each correct answer. Method of transport only = 0 marks.

- (a) Venue: Blackpool or Scarborough or any other appropriate coastal capable of accommodating 500 delegates in hotels
- (b) Private Coach/Rail (not car rental or bus)
- (c) Scenic area: Peak/Lake District or North Yorkshire Moors/Yorkshire Dales

(3)

Question 15

- (a) Any relevant brochure type, eg Young At Heart, Saga, Winter Sun (1)
- (b) Accepted winter sun destinations: Tenerife, Gran Canaria, Lanzarote, Fuerteventura, Costa Del Sol, Costa Blanca, Algarve, Madeira, Malta, Turkey, Cyprus, Majorca, Neopolitan Riviera (1)
Any suitable reasons, eg winter temperatures still warm (above 20°C) (2)
Possibility of quiet resort on island or Marbella (2)
- (c) Any suitable scenic features/type of scenery relevant to chosen destination in (b) above eg Tenerife – Mt Teide, Los Gigantes, cliffs and high volcanic mountains (1)
Marbella – Sierra Nevada, beaches backed by steep mountans
Costa Blanca – Puriente/Levante beaches, Benidorm (1)
- (d) Must relate to chosen destinations from those listed in (b) above eg Tenerife Sur (Reina Sofia), Tenerife Norte (1)
Marbella – Malaga
Costa Blanca – Alicante (1)

Total (6)**Question 16****1 mark for each correct answer.**

	Rome	Amsterdam
Two named visitor attractions (1 mark for each)	Any appropriate, eg Colosseum, Forum, St Peter's, Vatican, Trevi Fountain, Spanish Steps	Any appropriate, eg Rijksmuseum, Van Gogh Museum, Anne Frank's House, canal cruise
Possible day trip	Any appropriate, eg Tivoli, Florence, Neopolitan Riviera, Pompeii	Any appropriate, eg Bublfields, the Hague, Delft pottery, Volendam & Marken, Alkmaar Cheese Market

Total (6)

Question 17

Mark 3 : 2 or 2 : 3

Essay should include at least two advantages and two disadvantages from the following list. 1 mark for each advantage or disadvantage.

Advantages	Disadvantages
Child friendly including food and accommodation Theme parks – Disney, etc Excellent safe beaches Cheap when you get there, based on current exchange rates Competitive flight prices for transatlantic trips Good weather most of the time Wide range of accommodation Any other valid advantage	High crime rate in some areas, eg Miami Thunderstorms almost every afternoon in summer Threat of hurricanes in late summer Flights can be lengthy (10 hours) for young children Long queues at theme parks Alligators in the swamps Any other valid disadvantage

Total (5)

[END OF MARKING INSTRUCTIONS]