

[T&T/SQP269]

Travel and Tourism
Higher

NATIONAL
QUALIFICATIONS

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COURSE ASSESSMENT SPECIFICATION

TRAVEL AND TOURISM - HIGHER

The purpose of this document is to provide

- Details of the structure of the Question Paper in this Course
- Guidance to centres on how to use information gathered from the Question Paper in this Course to estimate candidate performance

Part 1

This part of the Course Assessment Specification details the structure of the Question Paper in this Course

- There is one Question Paper marked out of 100.
- The time allocation for the Paper is 2 hour 30 minutes

The paper will consist of three Sections - A, B and C.

Section A will comprise four questions. Section B and C will comprise two questions each.

Candidates will be required to answer 6 questions including all four questions in Section A which covers the mandatory Units “*Structure of the Travel and Tourism Industry*” and “*Marketing Travel and Tourism: An Introduction*” **and** both questions in **either** Section B, covering the optional Unit “*The Scottish Tourism Product: An Introduction*” **or** Section C covering the optional Unit “*Tourist Destinations*”.

A mixture of short answer, restricted and extended response questions is used in this paper to examine the wide range of content and skills taught within the Units.

All outcomes from the component Units will be sampled in the Question Paper with no weighting being given to any particular areas of study.

Section A:

This will include four compulsory questions. Each question will be broken down into sub sections ranging in value from 1 to 6 marks. The total marks available for each question will be 16. Section A will have 64 marks available in total.

Questions 1 and 2 will be based predominantly on topics in the Unit “*Structure of the Travel and Tourism Industry*”.

Question 3 and 4 will be based predominantly on topics in the Unit “*Marketing in Travel and Tourism: An Introduction*”.

As two of the questions will be based on small case studies there is scope for integration between these Units and the overlap may be up to 25 per cent. This means that 8 marks across Questions 1 and 2 could be based on the Unit “*Marketing in Travel and Tourism*”. Similarly up to 25 per cent of Questions 3 and 4 could cover the Unit “*Structure of the Travel and Tourism Industry*”. However the balance of questions covering the two Units will always be close to or exactly 50:50.

Sections B and C

Sections B and C will each include two questions. The question will be broken down into sub sections ranging in value from 1 to 10 marks. The total marks available for each question will be 18. In these Sections a total of 36 marks is available.

In both Section B and C up to 10 marks may be allocated to mapping exercises in which candidates are required to plot or identify features on maps.

The mark allocation in the Specimen Question paper gives an indication of the mark allocation within each question.

Added Value of the Course

The added value for the Course assessment over the completion of the Units comes from the candidates' ability to integrate, contextualise and retain knowledge and skills over a longer period of time.

Part 2

This part of the Course Assessment Specification provides guidance on how to use assessment information gathered from the Question Papers to estimate candidate performance.

The Course assessment is based on one Question Paper. The Course award is based on the total mark gained in the Question Paper.

In National Qualifications cut-off scores should be set at approximately 70% for grade A and 50% for grade C with grade B falling midway.

The cut-off scores may be lowered if the Question Papers turn out to be more demanding or raised if less demanding than intended.

For a total mark range of 0-100, the table gives an indication of the cut-off scores that may apply.

Grade	Band	Mark Range
A	1	85 - 100
A	2	70 - 84
B	3	65 - 69
B	4	60 - 64
C	5	55 - 59
C	6	50 - 54
D	7	45 - 49
NA	8	40 - 44
NA	9	0 - 39

In estimating performance for a candidate who scored a total mark of 58/100 in the centre's own assessment, the following considerations would apply:

- The centre's view is that their assessment is less demanding than SQA Question Papers.
- Using the table a more realistic estimate may be **band 6**.

[T&T/SQP269]

Travel and Tourism
Higher
Specimen Question Paper
for use in and after 2006

Time 2 hours 30 minutes

NATIONAL
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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 of 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) The Scottish Executive has a minister in charge of tourism, sport and culture. Explain why governments want to be involved in the tourism industry. **3**
- (b) VisitScotland is a government organisation whose activities have an impact on tourism. Explain the role of VisitScotland in relation to Scottish tourism. **3**
- (c) Explain the role of the following organisations in the travel and tourism industry.
- (i) Accor
 - (ii) The Virgin Group
 - (iii) Universal Studios **6**
- (d) (i) Explain what is meant by the term “vertical integration”. **1**
- (ii) Give an example. **1**
- (iii) Describe **two** benefits vertical integration can bring to a business in travel and tourism. **2**
- (16)**

2. Read the following case study.

Kirsty Brown and her partner Colin Graham have set up a company called Gulf Stream Tours which organises holidays on the west coast of Scotland for people interested in wildlife.

Kirsty and Colin have produced a glossy brochure distributed through various agencies both at home and abroad. The holidays offered in the brochure include accommodation at a number of 4 star rated hotels, coach transport and ferry travel wherever appropriate. Flights can be arranged from the holidaymakers' departure airport to Glasgow airport.

Jeff and Patricia Thomas are keen birdwatchers who live in New York and are interested in pursuing their hobby. They have booked a holiday in Scotland through their local agency, Happy Hols.

Three months later they arrive at Glasgow airport on a scheduled Continental flight from Newark. They are met by a Gulf Stream courier who explains to them that she will be accompanying them throughout their stay in Scotland. The next day they will meet an expert on wildlife who will provide them with specialist knowledge on the local birdlife.

- (a) Draw a diagram which illustrates the structure of the travel and tourism industry. Insert into this diagram the position of Gulf Stream Tours and Happy Hols. 5
- (b) "There is no one industry called the travel and tourism industry."
Explain why you agree or disagree with this statement, using examples from the case study above to justify your answer. 5
- (c) All the hotels are graded 4 star by VisitScotland.
- (i) Describe how this quality assurance scheme works. 3
- (ii) Identify **one** other quality scheme for the accommodation sector. 1
- (d) The Thomas's flew on a scheduled flight from Newark to Glasgow. Explain the difference between a scheduled flight and a chartered flight. 2
- (16)**

3. Read the following case study.

Mackay Tower is a Scottish Castle open to the public from Easter to October each year. It is not a major visitor attraction but it has an appeal to the public in that it has been the seat of the Clan Mackay for over 500 years and has historical connections with Mary, Queen of Scots. It attracts many foreign visitors particularly from the United States of America who are interested in genealogy and want to trace their ancestors.

The castle attracts over 20,000 visitors each year. They come to view the banqueting hall, displays of armour and weaponry and the renowned landscaped gardens.

In recent years, however, the number of visitors to the castle has declined. To halt this decline the chieftain of the Clan Mackay appointed a consultant to review the business performance of the castle.

After undertaking a SWOT analysis, the consultant identified the following business objectives.

- Maintain the existing customer base but attract new niche markets.
- Undertake market research and develop a promotion strategy.
- Improve standards of customer service.
- Join a consortium of other visitor attractions.
- Generate new business opportunities outwith the Easter to October period.

- (a) Explain why it is useful for a tourism business like Mackay Tower to carry out a SWOT analysis. 4
- (b) One of the recommendations the consultant made was to maintain the existing customer base but attract new niche markets.
- Identify **one** new market that Mackay Tower could attract and explain why it would be good for the business. 2
- (c) The consultant also suggested that Mackay Tower should undertake market research.
- (i) Explain the purpose of market research. 1
- (ii) What is the difference between quantitative research and qualitative research? Give an example of each. 3
- (d) Two promotional methods are **advertising** and **public relations**.
- (i) Explain fully how the attraction could use these methods. 4
- (ii) How would the success of these promotional techniques be monitored? 2
- (16)**

4. Refer to the case study in question 3.

(a) One of the business objectives the consultant identified for Mackay Tower was that it should join a consortium of other visitor attractions.

(i) What is meant by the term “a consortium of visitor attractions”? **1**

(ii) What are the business benefits of Mackay Tower being part of a consortium of visitor attractions? **2**

(b) (i) What is meant by the term “customer service”? **2**

(ii) Why is customer service important? **2**

(iii) Explain **three** ways in which Mackay Tower could improve the standard of its customer service. **3**

(c) To improve its business, Mackay Tower may find it useful to contact some of the following organisations.

The local area tourist organisation

Local enterprise company

The Association of Scottish Visitor Attractions

Local Authority

Choose **two** of the organisations. For **each** one, explain its role and the business benefits Mackay Tower is likely to gain from working with that organisation.

6

(16)

[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) A major conference is taking place in Edinburgh/Glasgow/Aberdeen/Inverness/Dundee (**select one**).

The conference organiser has been asked to put together a one-day excursion for the partners of conference delegates.

Draft a programme that includes a minimum of three attractions and one stop where they can buy Scottish and locally produced arts and crafts.

The tour will depart the city centre at 9am and return between 5pm and 6pm. You must show timings throughout the day, eg

09.00 Depart Hotel

09.45 Arrive . . . for tour, etc

11.00 Depart . . . etc

8

- (b) The conference organiser has been contacted by a well known American company which wants to offer a trip to Scotland as part of an incentive travel package. They have asked the conference organiser to suggest a four day three night touring holiday to Scotland in May.

Their requirements are as follows.

- A minimum of 4-star accommodation
- Visits to at least four visitor attractions, one of which should be an industrial heritage attraction, and one a whisky distillery
- The opportunity to spend half a day hill walking, golfing or fishing, depending on the individual interests of the visitors.

They are flying into Glasgow, arriving at 1pm on a Monday and leaving at 8pm on a Thursday.

Draft a programme that can be presented to the company, including your suggestions for suitable overnight accommodation and transport.

For the half-day special interest activities, choose **one** special interest activity ie golfing, hill walking or fishing.

Describe the location and appeal for your chosen activity and outline any regulations that visitors may have to consider.

10

(18)

6. Mr Nolan from Northern Ireland is planning a short break in Scotland with his family. They plan to spend some time exploring Scotland and visiting friends in Edinburgh.
- (a) (i) Name **one** of the companies which operate a car ferry service between Northern Ireland and Scotland. **1**
- (ii) Name the Scottish port of entry used by the ferry company identified. **1**
- (iii) Briefly describe the route the Nolan family would take from the arrival port in Scotland to Edinburgh. **2**
- (b) The family is also interested in visiting one of the following islands.
- Lewis
 - Mull
 - Shetland
- Choose **one** of the above islands.
- (i) Shade in and name the island on Map 1. **1**
- (ii) Name the car ferry terminals at each end of the sea route connecting the island and the Scottish mainland and plot their location on Map 1. **3**
- (iii) Briefly describe any **two** visitor attractions, produce or crafts for which your chosen island is particularly noted. **1**
- (c) The family would like to spend one night in a national park. Name a national park and mark its location on Map 1. **2**
- (d) The family would also like to go canoeing or white water rafting during their holiday.
- Name a suitable location that would accommodate their needs. **1**
- (e) The family are members of the National Trust and would like to visit two Trust properties whilst on holiday in Scotland.
- (i) Give an example of **one** National Trust property in the Edinburgh and Lothians area and **one** property in the Ayrshire area that the family could visit. **2**
- (ii) Briefly describe both properties and explain their significance as visitor attractions. **4**
- (18)**

SECTION C

Tourist Destinations

Marks

7. (a) Accurately plot the following five tourist destinations on Map 2.
- (i) Great Barrier Reef
 - (ii) Mauritius
 - (iii) Brazil
 - (iv) Singapore
 - (v) Cape Town
- 5
- (b) Identify **each** of the tourist destinations shown on Map 2.
- (i) Island A
 - (ii) City B
 - (iii) Country C
 - (iv) Natural feature D
 - (v) Sea E
- 5
- (c) Name a well known natural feature found in each of the following countries.
- (i) Japan
 - (ii) Tanzania
 - (iii) India
 - (iv) Greece
- 4
- (d) Select **one** of the countries from (c) and provide the following important tourist information for potential visitors.
- (i) Approximate flight times from the UK.
 - (ii) Name a major gateway point.
 - (iii) Main language.
 - (iv) One named visitor attraction other than the natural feature listed in part (c).
- 4
- (18)**

8. (a) You are the marketing manager for the national tourist agency for **one** of the following tourist destinations.

- Sri Lanka
- Thailand
- Mexico
- Jamaica
- Canada

Select a country.

You have been asked to provide information on your country that will be used to hand out to the travel trade at the World Travel Market. Your information should include the following information.

- | | |
|--|---|
| (i) Brief description of the country and its location. | 2 |
| (ii) Any relevant advice to visitors relating to weather and climate. | 2 |
| (iii) Name of one main gateway point | 1 |
| (iv) Any relevant advice relating to medical requirements | 1 |
| (v) Main visitor attractions, including sporting activities (you should name and describe three) | 3 |
| (vi) Name of one local dish or food and one drink that visitors could try. | 1 |
| (vii) Suggest two examples of locally produced goods that could be bought as souvenirs | 2 |

(b) Mr and Mrs Campbell are planning a two-week holiday in February. They are both in their fifties and have travelled extensively abroad. They consider themselves to be quite adventurous and are keen to visit new destinations. Mrs Campbell is interested in wildlife and photography while Mr Campbell enjoys water sports.

Provide the following information that would be helpful to the couple. **(NB Your choice should exclude any of the destinations listed in Question 8(a)).**

- Suggest a suitable country that they could visit as part of a **two-centre holiday**.
- Give a brief description of the main appeal of the destination, including its cultural, historic, and natural appeal.
- Suggest a resort area that has a good range of accommodation and where Mr Campbell could try water sports.
- Name **one** major festival or event that would be of interest to people visiting the chosen destination.

6

(18)

[END OF SPECIMEN QUESTION PAPER]

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[T&T/SQP269]

Travel and Tourism Time 2 hours 30 minutes
Higher
Specimen Question Paper
for use in and after 2006
Maps for use with Questions 6 and 7

**NATIONAL
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Fill in these boxes and read what is printed below.

Full name of centre

Town

Forename(s)

Surname

Date of birth

Day Month Year

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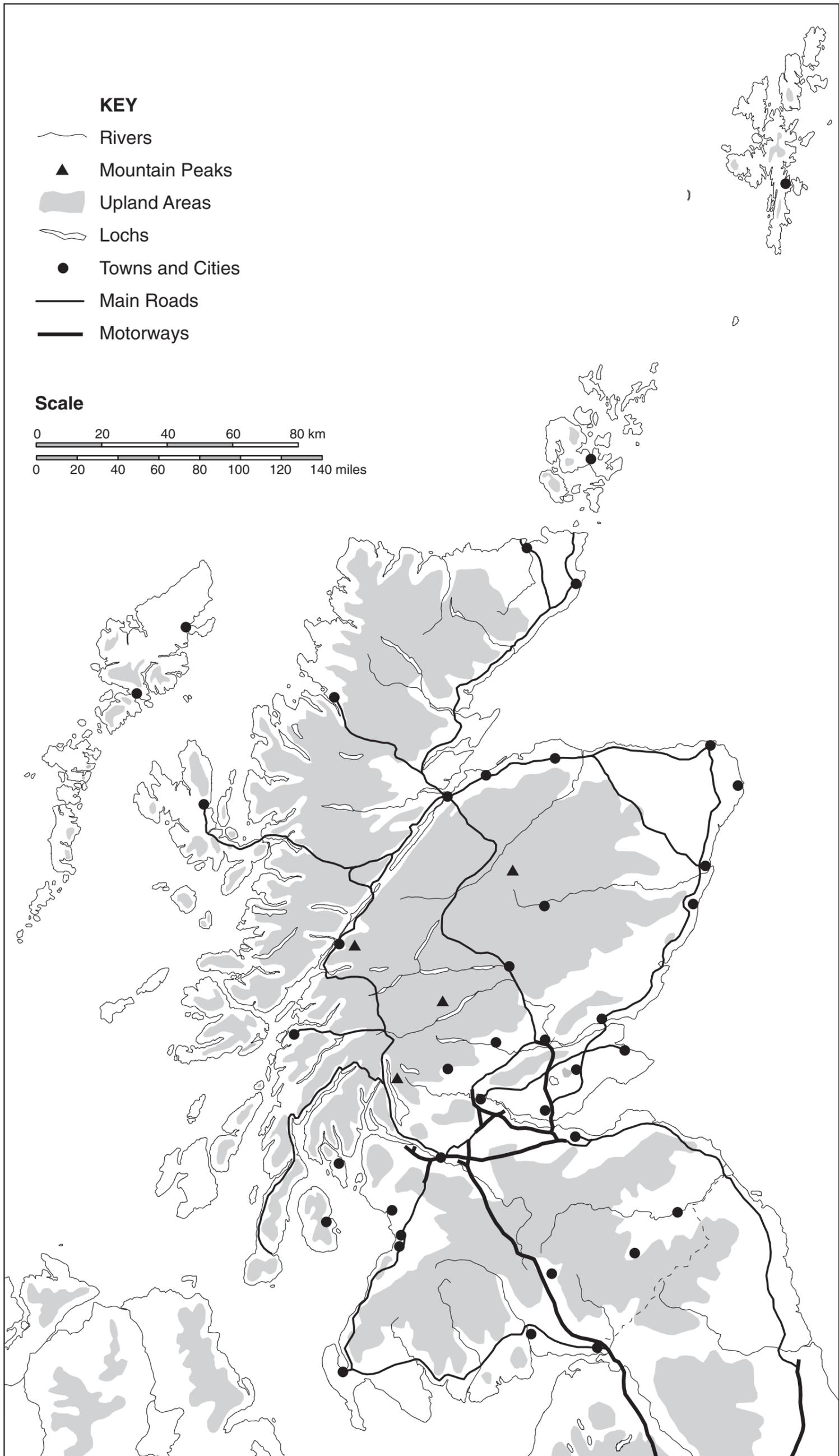
Scottish candidate number

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Number of seat

To be inserted inside the front cover of your answer book and returned with it.

Map 1—Reference Question 6





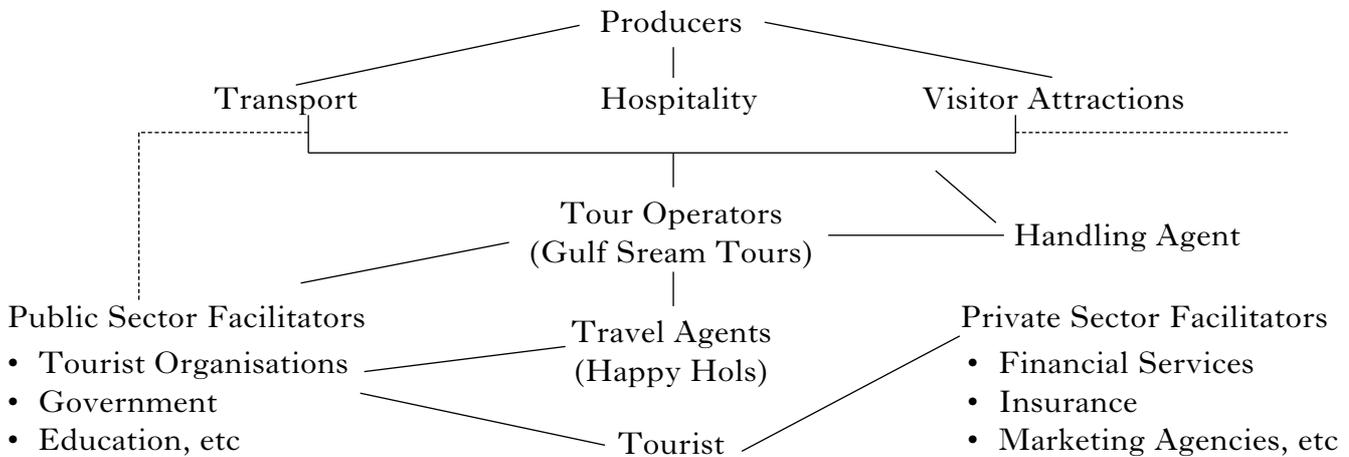
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2. (a) **5 marks**

- **1 mark for correct understanding of the chain of distribution**
- **1 mark for identifying the core organisations involved**
- **1 mark for other organisations (public/private sector facilitators)**
- **2 marks for correct location of “Happy Hols”, “Gulf Stream Tours”**



(Holloway JC, The Business of Tourism 1994)

(b) **5 marks**

Any 3 expanded statements

Examining interaction between different sectors of the industry, eg

- Tour operators (Gulf Stream Tours) book accommodation in hotels and hires coaches to provide a “package” for its clients.
- Travel agents (Happy Hols) books the holiday package for its clients and also books their flights.
- Ferry transport is organised if required.
- Specialists to make their holiday more relaxed, eg, courier and wildlife expert.

(c) (i) **3 marks**

Mark 3 × 1

- Organisation pays a fee on a sliding scale.
- Premises inspected by a quality adviser.
- Based on cleanliness, ambiance, hospitality, service etc.
- Star rating system 1–5 stars.

(ii) **1 mark**

RAC/AA; Michelin, Egon Ronay

2. (continued)

(d) 2 marks

Mark 2 × 1

Each point must provide evidence to show contrasting situations for each to be awarded a mark.

Scheduled Flights

- Operate according to published timetables
- Must operate whether or not flight is full
- Seat prices costed on low occupancy
- In-flight services included
- More legroom
- Better baggage allowance

Chartered Flights

- Do not operate according to published timetables
- If demand is low then the flight time may be changed or cancelled
- Large tour operators may own their chartered fleet
- Mainly used by holiday makers

3. (a) 4 marks

- To take stock of what you provide to visitors
- To identify what you do well in order to capitalise on your strong points
- To identify what you do less well in order to address your weak points
- To identify the challenges and opportunities created by the external business environment in which you operate
- To help you formulate a marketing plan based on a realistic assessment of your business

(Any 2 points 1 mark each) (2)

SW – Strengths, weaknesses – inward looking, how company compares to other companies **(1)**

OT – Opportunities, threats – external influences that the company has no control over **(1)**

(b) 2 marks

1 mark for market

1 mark for justification

Any new market, eg, Local history groups in the off season; Local schools; History departments; Historical societies; Battle re-enactment groups etc.

(c) (i) 1 mark

Market research is finding out about who your customers are and what their needs are and providing it while making a profit. **(1)**

(ii) 3 marks

Quantative provides statistical information. **(1)**

Qualitative provides information about attitudes and opinions about your product in response to “why” type questions. **(1)**

Examples of each necessary for 1 mark.

Quantative—how far do visitors travel to your attraction?

Qualitative—do you think the visitor attraction good value? **(1)**

3. (continued)

(d) (i) **4 marks**

Maximum 2 marks for each

Advertising—advertise in any form of media

1 mark each

- TV advertising wide coverage but expensive
- Local newspaper shop cheap
- leaflet drop—decide who gets leaflets
- trade brochure

Public Relations

1 mark each

- Press release—hit local market—try to create public image
- Personal appearances—big name
- Niche markets—themed weekends

(ii) **2 marks**

Answer will depend on promotional methods used.

Mark 2 × 1

- Increase in number of visitors
- Increase in income
- number of newspaper/column inches
- cost/benefits

4. (a) (i) **1 mark**

Where a number of independent visitor attractions join together to share costs yet still retain their independence as far as profits and business decisions are concerned.

(ii) **2 marks**

Mark 2 × 1

- Can still remain independent
- Can share costs, eg, advertising and printing brochures; staff training
- Can share customers or staff training
- Can distribute each other's brochures/promotional material

(b) (i) **2 marks**

Mark 2 × 1

- All the activities involved in meeting and, hopefully, exceeding customer expectations.
- Applies to both internal and external customers.

(ii) **2 marks**

Mark 2 × 1

- Travel and Tourism is service based. As service makes up a large part of the product it is very important to provide good customer care.
- For businesses, satisfied customers lead to word of mouth recommendations, enhanced reputation, new and repeat business and hence more revenue.
- Bad customer service can have the opposite effect and could lead to the demise of the organisation.

4. (b) (continued)

(iii) **3 marks**

Mark 3 × 1. Any 3 points.

- employees attend national training scheme
- improve working conditions for employees results in a good working environment/ethos
- training employees to talk in different languages
- disability awareness
- well groomed employees in uniform/polite/courteous

(c) **6 marks**

Mark 2 × 3

Area tourist organisation

- give customer information about the visitor centre
- can advertise or display leaflet on centre
- on-line reservations

ASVA

- advice on marketing
- gives group discount
- gives business advice

Local Authority

- subsidies for conservation/preservation
- include visitor attraction in local tourism development plan
- advertising

[END OF SECTION A]

SECTION B

The Scottish Tourism Product: An Introduction

5. (a) **8 marks**

- Programme for the day is feasible 2
- Programme content is appropriate to the general interest visitor and in terms of the area selected 3
- Appropriate example of Scottish or locally produced arts and crafts 1
- Timings are given with reasonable accuracy: +/- 30 minutes 1
- Options offer sufficient contrast in content 1

(b) **10 marks**

Brief description of the main appeal of Scotland to overseas visitors including; quality of scenery and landscape, opportunity specialist outdoor activities, ie, fishing, golf, sailing, walking, adventure sports. Friendliness and hospitality of the local people, history and culture, tracing family roots. Any other factor of appeal as listed in current VisitScotland statistics. 2

Feasibility of journey times 1

Creativity/imagination 2

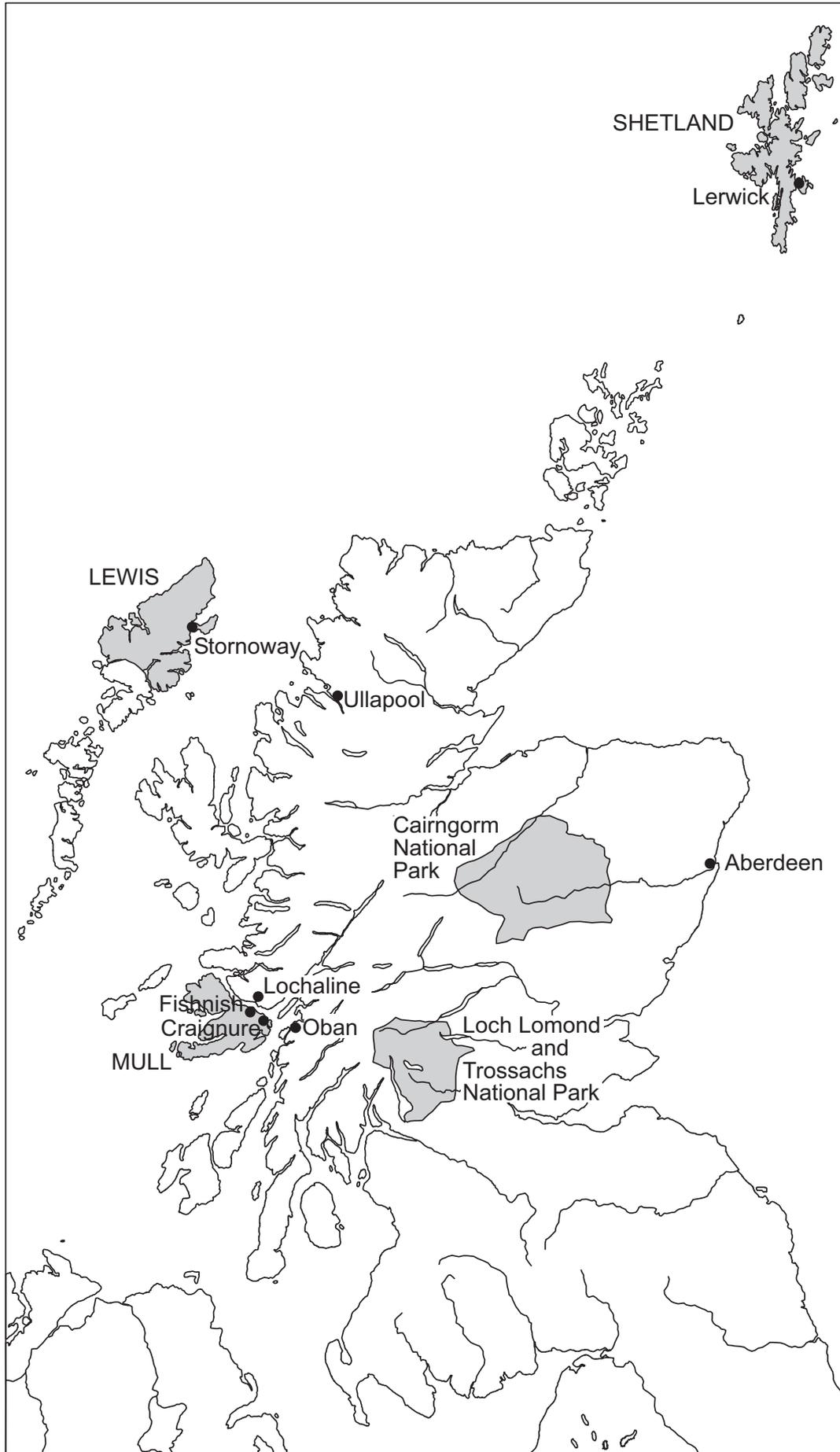
Appropriate choice of overnight stops 1

Appropriate visits and activities

- At least 4 visitor attractions 2
- Accurate identification of one industrial heritage/one whisky distillery 1
- Suitable location for half day hill walking, fishing or golf is accurately identified with reference to regulations, if appropriate 1

6. (a) (i) **1 mark**
Stena Line UK
P&O
- (ii) **1 mark**
Stena Line UK—Stranraer; P&O—Troon or Cairnryan
- (iii) **2 marks**
To Edinburgh: Head towards Glasgow then take the M8 eastward to Edinburgh.
Also acceptable
Follow the route from Stranraer to Dumfries then north through Moffat or Biggar to join the Edinburgh bypass
- (b) (i) **1 mark**
Plot the location of the island on Map 1 (see *page 9*)
- (ii) **3 marks**
1 mark for correct names + 2 marks for correct plotting (see *page 9*)
Lewis—Ullapool to Stornoway
Mull—Oban to Craignure or Lochaline to Fishnish
Shetland—Aberdeen to Lerwick
- (iii) **1 mark**
No half marks—must name two
Lewis—could include (Callanish/Calanais) Stones, Dun Carloway Broch, Harris Tweed, Lewis Loom Centre and aspects of Gaelic culture
Mull—could include Duart Castle, Mull railway, Tobermory distillery, tartan weavers and ferry to Iona.
Shetland—could include Jarlshof, Mousa, bird and wildlife sanctuaries.
Up Helly-Aa festival, traditional folk, accordion and fiddle festivals, Fair Isle sweaters.
- (c) **2 marks**
1 mark for name. 1 for accurate plot. (see *page 9*)
Either Lomond & Trossachs National Park or Cairngorm National Park.
- (d) **1 mark**
Any River suitable for either canoeing or white water rafting, eg, River Tay, Tummel, Dee, Don.
- (e) (i) **2 marks**
NTS attractions in the Edinburgh area could include: Caiy Stane, Gladstone’s Land, House of the Binns, Inveresk Lodge Garden, No 28 Charlotte Square, Georgian House, Phantassie Doocot.
NTS attractions in Ayrshire should include Culzean Castle, Brodick Castle and gardens, Souter Johnnies cottage, Bachelors Club.
- (ii) **4 marks**
2 marks per attraction
Accurate description of each attraction and its significance as visitor attraction. Historical information and association with key historical and other significant Scottish people.

Map 1 – Reference Question 6



SECTION C

Tourist Destinations

7. (a) 5 marks

Mark 5 × 1

(i) to (v) accurate plotting of destinations within accepted range as outlined in the completed map.

(b) 5 marks

- (i) Cuba
- (ii) San Francisco
- (ii) Finland
- (iv) Ayers Rock
- (v) Bay of Biscay

(c) 4 marks

Mark 4 × 1

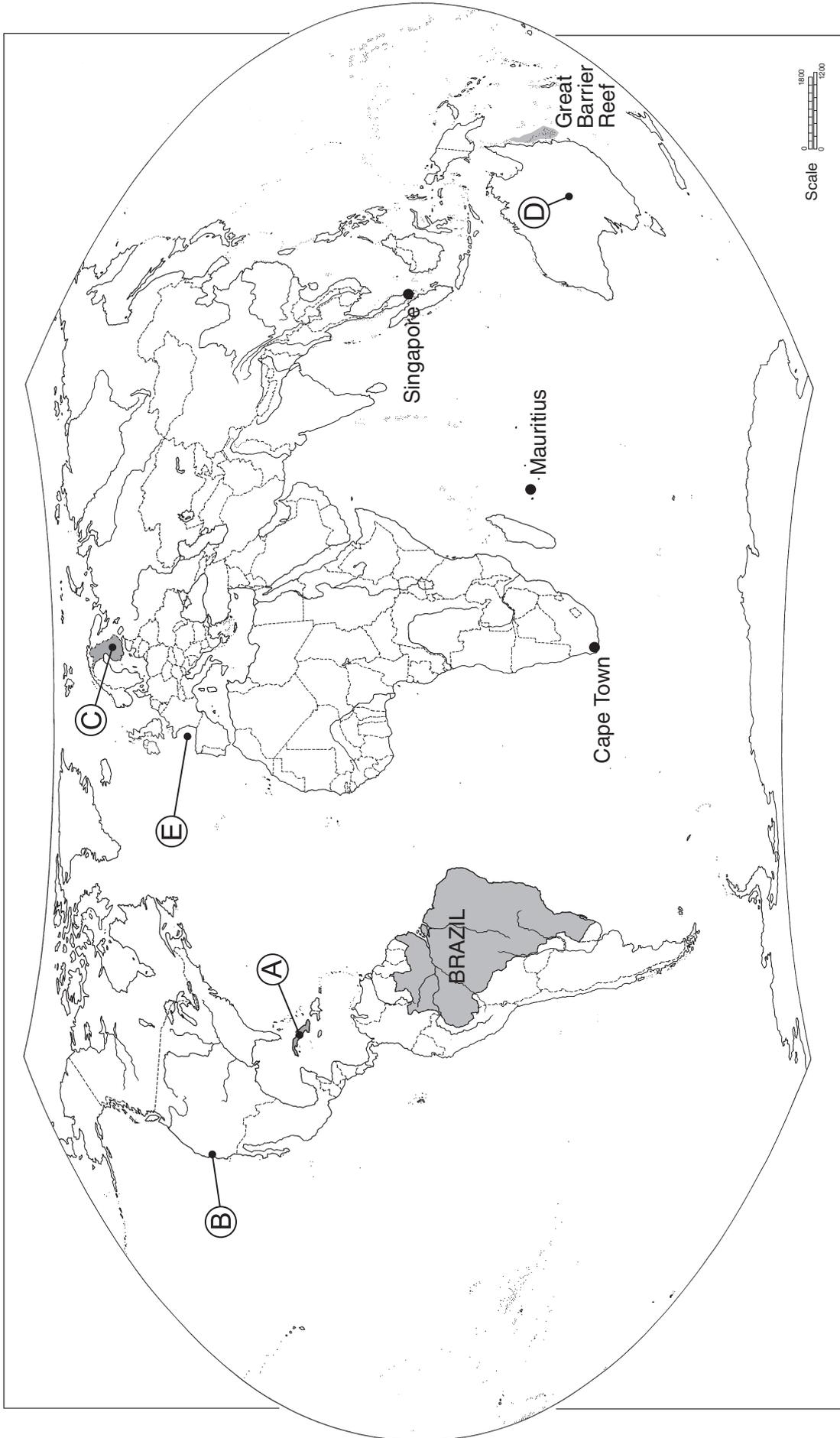
Well known natural features could include: Japan—Mt Fuji; Tanzania—Ngorogoro Crater or Serengeti Plain; India—River Ganges, Goa Beaches; Greece—Mt Olympus, Mt Parnassus.

(d) 4 marks

Mark 4 × 1

	Japan	Tanzania	India	Greece
(i) Approximate flight time from UK	11 hours 30 mins	11 hours	9 hours	3 hours 15 mins ex London
(ii) Major gateway point	Tokyo	Dares Salaam or Kilimanjaro	Delhi or Mumbai	Athens or Island Airports
(iii) Main language	Japanese	Kiswahili or English	Hindi	Greek
(iv) Main attractions (Any relevant answer—these are examples)	Temples and shrines of Kamakuru	National Parks eg Kilimanjaro Arusha Mikumi —Safaris	Taj Mahal Jaipur-Pink City Golden Triangle Beaches of Goa etc	Classical Sites — Parthenon Delph Olympus etc

Map 2 – Reference Question 7



8. (a) 12 marks

(i) 2 marks

Location and brief description:

Sri Lanka—Island in the Indian Ocean situated off the south coast of India. Varied landscape noted for beaches.

Thailand—country in South East Asia with many popular islands located off the south west and east coasts.

Mexico—Central American country bordered by the United States. Many popular beach resorts located on the south east coast.

Jamaica—popular holiday island in the western Caribbean south of Florida.

Canada—huge country in North America bordered by United States to South and West.

(ii) 2 marks. 2 pieces of advice provided

Relevant advice to visitors including monsoon season, likelihood of hurricanes and typhoons, high rates of humidity etc, as appropriate to each country.

(iii) 1 mark

Sri Lanka—Colombo

Thailand—Bangkok

Mexico—Cancun, Mexico City

Jamaica—Kingston, Montego Bay

Canada—Toronto or any other relevant answer

(iv) 1 mark

Examples might include recommended inoculations, drinking bottled water, awareness of food preparation and other relevant factors.

(v) 3 marks

Mark 3 × 1

Any three specified visitor attractions, cannot be general, ie beach, scuba diving etc. All attractions must be named.

(vi) 1 mark

One local dish food or drink, eg, Sri Lanka: seafood, tea, Thailand: Thai curry, Mekon, Mexico: fajitas, Tequila, Jamaica: jerk chicken, Rum, Canada: Maple syrup, Canadian Club.

(vii) 2 marks

Any two examples of arts, crafts or other locally produced goods.

(b) 6 marks

Any suggested country that can meet the specified interests outlined ie wildlife and photography. Possible examples could include South Africa, Kenya, Gambia and Australia etc. **(1 mark max)**

Brief description of main appeal of destination, including its natural, historic and cultural appeal. **(3 marks max)**

Accurate resort area identified. **(1 mark max)**

One major festival/event in the chosen country. **(1 mark max)**

[END OF SPECIMEN MARKING INSTRUCTIONS]