

[C076/SQP201]

Higher
Tourism

Time: 3 hours

—in and after 2003

Revised Specimen Question Paper

NATIONAL
QUALIFICATIONS

You 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 Visitor Attractions and Services: An Introduction)

Two questions from

either Section B (option covering Planning Customer Care Programmes in Travel and Tourism)

or Section C (option covering The Scottish Tourism Product: An Introduction)

All questions are worth 20 marks.

SECTION A

Answer ALL questions

1. (a) Explain the function and objectives of **VisitScotland** and **one** other governmental or support organisation whose activities impact on tourism. **6**
- (b) In recent years falling levels of inbound tourism have been a cause for concern to the British tourism industry. To what extent does the industry in Scotland depend on inbound tourism, and what are the main inbound markets in terms of:
- (i) numbers;
 - (ii) expenditure? **5**
- (c) Explain the role of a Convention Bureau. **3**
- (d) The hospitality sector of the tourism industry is dependent on the transport and attractions sector for its survival. Explain why you agree or disagree with this statement, giving examples from the industry in Scotland to justify your answer. **6**
- (20)**

2. Read the following case study.

Mr and Mrs Chamard wish to book a holiday to Scotland through Havas Voyages, a neighbourhood agency. Stephanie, a Havas employee, who regularly counsels the Chamards on their needs, recommends that they take an escorted tour. Specifically Stephanie favours Tourisme Francais, a company that she has used to send many people to Britain.

Two months later the Chamards arrive at the airport and are met by Lydie, clad in a green uniform, who advises that she represents Tourisme Francais and will be accompanying the Chamards and their fellow travellers for the duration of the tour (8 days).

After a short flight from France the group arrives at their first stop, Edinburgh. A large luxury touring coach marked "Scottish Tours plc" transfers the group to their first hotel. Lydie explains that Tourisme Francais work with Scottish Tours on all their Scottish programmes. In the afternoon Lydie introduces Mhairi who works for Scottish Tours and who will be their guide for the afternoon in Edinburgh.

While the group tour Edinburgh, Lydie visits the offices of Scottish Tours to book a Scottish evening for the Chamards. At Scottish Tours, Douglas, the manager, is on the telephone. He is speaking to the careers officer at the local College who wants to know what skills and personality traits a courier should have. Lydie also meets her old friend James who is busy arranging an "attack" by Highland clansmen on a group of top photocopier salesmen from the United States. She finds this very amusing!

The tour operates according to plan and at the end of the week Lydie accompanies the group back to France and bids them farewell at the airport.

- (a) Briefly describe the roles of the following people featured in the case study.
- (i) Stephanie
 - (ii) Lydie
 - (iii) Mhairi
 - (iv) James
- 4**
- (b) What type of organisations are the following?
- (i) Havas Voyages
 - (ii) Tourisme Francais
 - (iii) Scottish Tours plc
- 3**
- (c) Draft a diagram which illustrates simply but clearly the structure of the tourism industry and shows the positions of the organisations and people named in the case study.
- 8**
- (d) With reference to Douglas's telephone conversation with the careers officer, describe the skills and personality traits common to good couriers and guides.
- 5**
- (20)**

3. Read the following case study.

The Community Council of Hollyburgh, a large town in central Scotland is considering staging a Christmas/New Year festival in the town in 2004 with special events, Festive breaks in hotels, open-air ice skating, Christmas shops in attractions, etc. They feel that this might attract more winter business to the town.

The town's visitor facilities include all the usual amenities such as accommodation operators, shops and restaurants and a range of attractions including, at its heart, a restored 16th century castle which is open to the public, a large public park, a small agricultural museum with a pets corner for children and a town house property owned and operated as an attraction by a conservation trust.

You have been appointed as a consultant to lead the project and are asked to prepare initial proposals for consideration by the Council and all other organisations involved.

- (a) Advise on the need for, and appropriate methods of, market research. 5
- (b) Assuming that the research will indicate that the project will go ahead, give **three** pieces of advice on each of the following key factors:
- types of product development that might contribute to the success of the festival
 - how the different tourism sectors should cooperate to make the event a success
 - what market segments should be targeted and why
 - what promotional methods should be adopted
 - how to monitor the results of the festival. 15
- (20)**
4. (a) (i) Explain what a SWOT analysis is in terms of its purpose and how it is used.
- (ii) Give an example SWOT analysis based on a visitor attraction or service known to you. 8
- (b) Describe the marketing mix of a visitor attraction or service known to you. You may use the same example as in 4(a) if you wish. 6
- (c) "Marketing is about persuading customers that they need your product and devising ways of selling it to them."
Explain why you agree or disagree with this statement. 6
- (20)**

[END OF SECTION A]

SECTION B

5. A large mass market tour operator is reviewing its customer care programme within the context of the company's marketing plan. The Managing Director has delegated the task to an assistant product manager and asked that consideration is given to the internal customer when planning the new customer care programme and also to do something about complaints.
- (a) Why is it important for a tourism organisation to integrate customer care with its other marketing activities? **5**
- (b) Who are the internal customers likely to be? **6**
- (c) Suggest some situations that the company might expect customers to complain about and how they might be avoided. **9**
- (20)**
6. A consultant working for a Scottish visitor attraction has advised that a customer care programme should be introduced within the organisation.
- (a) Explain the stages involved in implementing a customer care programme. **12**
- (b) How would the organisation go about evaluating the success of the customer care programme? **8**
- (20)**

SECTION C

7. (a) A small group travelling by minibus on a tour to Scotland has arrived at Hull docks from Rotterdam.
- (i) Name the company which operates the car ferry service on which the group has travelled.
 - (ii) Briefly describe the route the group would follow in the minibus if travelling to
either Glasgow
or Edinburgh.
Choose **one** of the destinations. 3
- (b) While in Scotland the group will visit **one** of the following visitor attractions operated by the National Trust for Scotland.
- Culzean Castle
 - Culloden Battlefield
 - Falkland Palace
- Choose **one** of the above attractions.
- (i) Plot the location of the attraction on map 1.
 - (ii) Briefly explain its significance as a visitor attraction. 3
- (c) The group has expressed an interest in following **one** of the following theme trails.
- The Malt Whisky Trail
 - The Trossachs Trail
 - The Solway Coast Heritage Trail
- Choose **one** of the above trails.
- (i) Plot the trail on map 1.
 - (ii) Describe **two** named attractions on the chosen trail. 3
- (d) The group are also interested in visiting **one** of the following islands.
- Harris
 - Orkney (Mainland)
 - Islay
- Choose **one** of the above islands.
- (i) Plot the location of the island on map 1.
 - (ii) Name the car ferry ports connecting the island and the Scottish mainland.
 - (iii) These islands are particularly noted for their unique produce or crafts. What unique product could the group purchase on your chosen island? 3

7. (continued)

- (e) The group will be visiting your home area.
- (i) Suggest a good standard hotel for them to stay in.
 - (ii) What is the VisitScotland grading for the hotel?
 - (iii) Suggest an activity in which the group could participate in the local area and describe the venue.
 - (iv) With regard to the chosen activity, advise on any rules and regulations which should be drawn to the attention of the group.
 - (v) Briefly describe **two** named historical or cultural attractions in your area. Your choice should **exclude** any of the attractions mentioned in (b), (c) or (d) if relevant.

8
(20)

- 8.** You work for True Scot Tours, an inbound tour operator specialising in the Japanese market. Your clients are a group comprising 3 couples who need a 7 night tailor-made sightseeing tour of Scotland with the following special requirements:

- luxury accommodation
- shopping for luxury Scottish goods
- golf at a Championship course (provide any advice you feel is appropriate for first time visitors)
- an island visit
- opportunities for taking spectacular photographs
- at least one “unique” experience!

Draft a suitable programme for the group, including your choice of suitable transport and show the route on map 2.

(20)

[C076/SQP201]

Higher
Tourism

—in and after 2003

Revised Specimen Question Paper

Blank Maps for use
with Question 7 and

Question 8

NATIONAL
QUALIFICATIONS

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 only if you attempt Questions 7 or 8.





[C076/SQP201]

Higher
Tourism
—in and after 2003
Revised Specimen Marking Instructions

NATIONAL
QUALIFICATIONS

SECTION A

1. (a) Explain the function and objectives of **VisitScotland** and **one** other governmental or support organisation whose activities impact on tourism. 6

For each organisation:

1 mark for correct overall function

2 marks for two correct specific objectives

eg VisitScotland:

VisitScotland is the lead agency for promoting tourism in Scotland.

Specific objectives include:

- *Lead the tourism industry and provide strategic guidance*
- *Increase visitor expenditure*
- *Increase the seasonal spend of tourism expenditure*
- *Develop tourism outwith the main tourism areas*
- *Increase competitiveness by promoting quality and value for money*

- (b) In recent years falling levels of inbound tourism have been a cause for concern to the British tourism industry. To what extent does the industry in Scotland depend on inbound tourism, and what are the main inbound markets in terms of:

(i) numbers;

(ii) expenditure? 5

1 mark for awareness that most tourist trips in Scotland are taken by domestic visitors

1 mark for illustration of the importance of inbound tourism shown by the fact that inbound visitors stay longer and spend more per trip than domestic visitors

1 additional mark for either accurate figures to back this up,

or one other additional valid point

(3 marks)

(i and ii) 1 mark each for correct identification of countries. Accept any one of the top three according to the most up to date figures available. (2 marks)

1. (continued)

- (c) Explain the role of a Convention Bureau. 3

1 mark for each valid point, eg:

to promote the destination as an attractive location for conferences, meetings and incentive travel

to provide bid support for major conferences

to provide a business tourism enquiry service—matching potential customers to appropriate venues

- (d) The hospitality sector of the tourism industry is dependent on the transport and attractions sector for its survival. Explain why you agree or disagree with this statement, giving examples from the industry in Scotland to justify your answer. 6

Most candidates will agree with the statement, which is correct. Explanations which disagree may attract some only and these will be dependent upon valid statements being made.

1 mark for each valid point up to a maximum of 2 marks relating to each sector eg:

Dependency on transport sector: visitors need to be transported to and within destinations in order to take advantage of the hospitality sector; dependence on tour series on the part of some hotels for regular business; associate agreements with transport operators eg airline and hotel chains. (2 marks)

Dependency on attractions sector: hospitality provision is in itself not an influencing factor in the decision to visit a destination—a supply of attractions is necessary to attract visitors to the destination and therefore to hotels etc; exceptions exist where the hotel itself is the attraction. (2 marks)

1 additional mark in each section for any appropriate examples from the industry in Scotland. (2 marks)

(20)

2. Read the following case study.

Mr and Mrs Chamard wish to book a holiday to Scotland through Havas Voyages, a neighbourhood agency. Stephanie, a Havas employee, who regularly counsels the Chamards on their needs, recommends that they take an escorted tour. Specifically Stephanie favours Tourisme Francais, a company that she has used to send many people to Britain.

Two months later the Chamards arrive at the airport and are met by Lydie, clad in a green uniform, who advises that she represents Tourisme Francais and will be accompanying the Chamards and their fellow travellers for the duration of the tour (8 days).

After a short flight from France the group arrives at their first stop, Edinburgh. A large luxury touring coach marked "Scottish Tours plc" transfers the group to their first hotel. Lydie explains that Tourisme Francais work with Scottish Tours on all their Scottish programmes. In the afternoon Lydie introduces Mhairi who works for Scottish Tours and who will be their guide for the afternoon in Edinburgh.

While the group tour Edinburgh, Lydie visits the offices of Scottish Tours to book a Scottish evening for the Chamards. At Scottish Tours Douglas, the manager, is on the telephone. He is speaking to the careers officer at the local College who wants to know what skills and personality traits a courier should have. Lydie also meets her old friend James who is busy arranging an "attack" by Highland clansmen on a group of top photocopier salesmen from the United States. She finds this very amusing!

The tour operates according to plan and at the end of the week Lydie accompanies the group back to France and bids them farewell at the airport.

- (a) Briefly describe the roles of the following people featured in the case study.

One mark for each correct response

4

- (i) Stephanie *is a travel agent or travel clerk*
- (ii) Lydie *is a tour conductor/tour manager/courier*
- (iii) Mhairi *is a Scottish Tourist guide/City guide/Step on guide*
- (iv) James *is an incentive tour operator*

- (b) What type of organisations are the following?

One mark for each correct response

3

- (i) Havas Voyages *is a travel agency*
- (ii) Tourisme Francais *is an outbound tour operator*
- (iii) Scottish Tours plc *is an inbound tour operator*

- (c) Draft a diagram which illustrates simply but clearly the structure of the tourism industry and shows the positions of the organisations and people named in the case study.

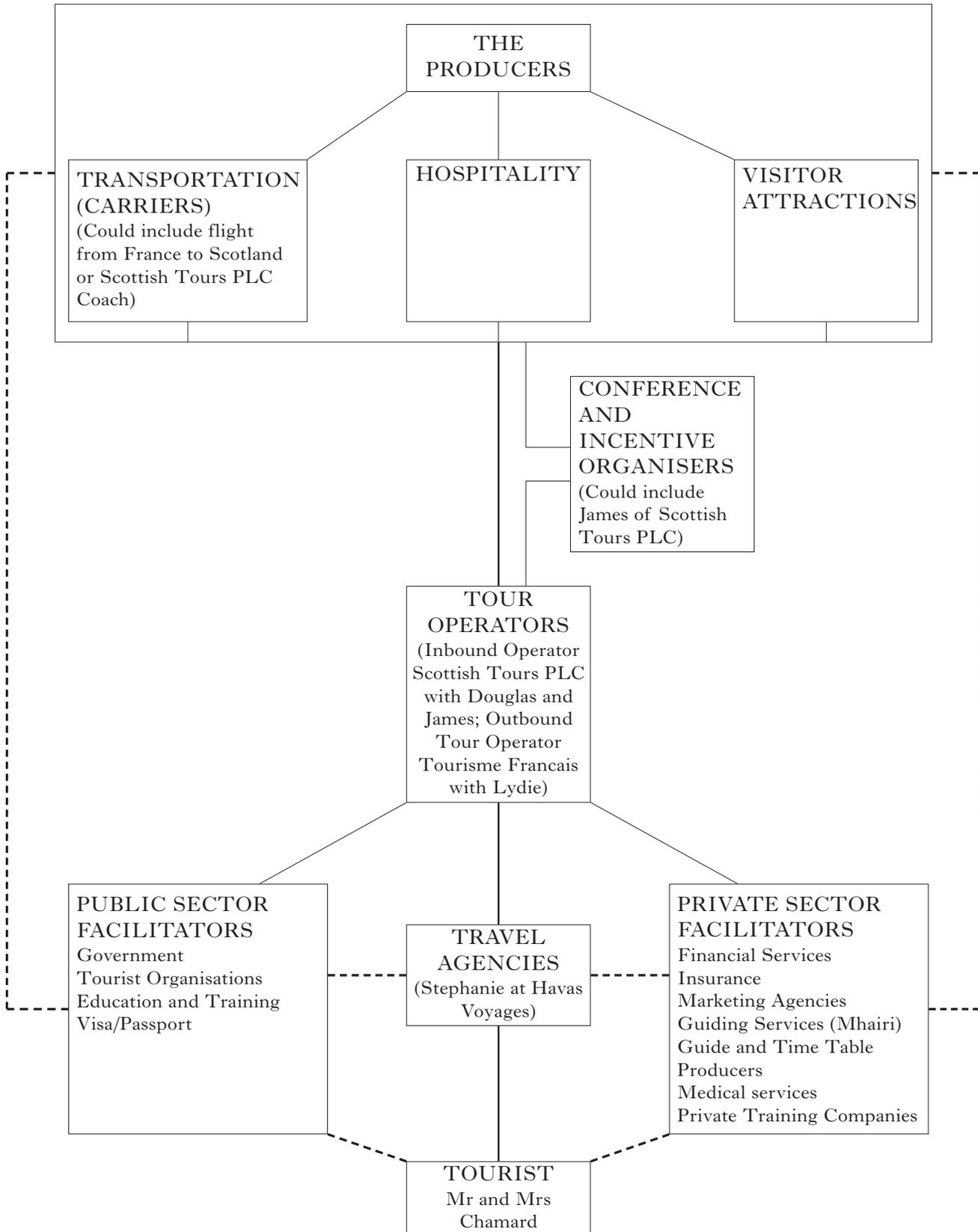
8

See following diagram based on Holloway. Diagram based on Youell or any other appropriate writer would also be acceptable.

One mark each for correct positioning of Producers, Tour Operators, Travel Agents, Public Support Organisations and Private Support Organisations.

Three further marks for correctly highlighting the position of organisations and people listed in the case study.

2. (continued)



The Tourism Industry
 (Based on a diagram by J C Holloway in the Business Of Tourism)

2. (continued)

- (d) With reference to Douglas's telephone conversation with the careers officer, describe the skills and personality traits common to good couriers and guides.

5

One mark for each competence/trait listed up to a maximum of five.

Couriers and guides must have:

An outgoing personality — energetic, articulate, conversational, entertaining, sense of humour;

Decisiveness — natural leader, emotionally controlled, calm, be able to think on their feet;

Customer Care skills — courteous, caring, sensitive, someone ready to go beyond a 9 to 5 mentality;

Organisational skills — time manager, money manager, punctual, attention to detail;

Research skills — couriers are guides, therefore must study all aspects of destinations visited;

Sense of ethics — balancing loyalty to the company and loyalty to the customer.

Any other appropriate response

(20)

3. Read the following case study.

The Community Council of Hollyburgh, a large town in central Scotland is considering staging a Christmas/New Year festival in the town in 2004 with special events; Festive breaks in hotels, open-air ice skating, Christmas shops in attractions etc. They feel that this might attract more winter business to the town.

The town's visitor facilities include all the usual amenities such as accommodation operators, shops and restaurants and a range of attractions including, at its heart, a restored 16th century castle which is open to the public, a large public park, a small agricultural museum with a pets corner for children and a town house property owned and operated as an attraction by a conservation trust.

You have been appointed as a consultant to lead the project and are asked to prepare initial proposals for consideration by the Council and all other organisations involved.

- (a) Advise on the need for, and appropriate methods of, market research.

5

1 mark for each valid point eg

Need for market research (2 marks max):

to find out if there is a market for such events

to find out about the success or otherwise of similar events elsewhere

to find out about likely support from local businesses

Appropriate methods (3 marks max):

1 mark for reference to primary/secondary research and/or qualitative and quantitative methods

up to 2 additional marks for appropriate methods

- *surveys of existing/potential visitors within target market*
- *analysing existing research data into similar events*

3. (continued)

- (b) Assuming that the research will indicate that the project will go ahead, give **three** pieces of advice on each of the following key factors:

15

One mark for each valid guidance point up to a maximum of three per heading

Examples of appropriate responses would be:

Product development — *special events programme in Castle eg Christmas Concerts by Candlelight; Festive Banquets; Victorian Christmas Fair in the Town House; Family Festival Packages in Hotels.*

Cooperation between sectors—*joint publicity material; negotiations between hotels and tour operators to feature in winter breaks.*

Target markets —*families; local residents; visitor with a 50 mile radius.*

Promotion —*advertising in local newspapers; promotional leaflets; PR eg celebrity appearance etc.*

Monitoring results —*income generated eg increased spending in shops; accommodation occupancy figures; visitor satisfaction survey.*

(20)

4. (a) (i) Explain what a SWOT analysis is in terms of its purpose and how it is used.
- (ii) Give an example SWOT analysis based on a visitor attraction or service known to you.

8

<i>Correct identification of Strengths, Weaknesses, Opportunities and Threats</i>	1 mark
<i>Purpose : to take stock of what is provided to customers/visitors : to identify what is done well and what aspects of the business are weak : to identify opportunities or challenges presented by the external business environment in which businesses operate 1 mark for each correct explanation up to a maximum of 2</i>	2 marks
<i>Use : to help formulate or change marketing or development plans based on a realistic assessment of the business</i>	1 mark
<i>Example shows correct interpretation of the SWOT analysis—1 mark per element. In order to achieve full marks candidates must demonstrate understanding that Opportunities and Threats relate to external factors</i>	4 marks

4. (continued)

- (b) Describe the marketing mix of a visitor attraction or service known to you. You may use the same example as in 4(a) if you wish.

6

<i>Correct identification of the 4 Ps</i>	2 marks
<i>Appropriate application of the Marketing mix to chosen attraction/service</i>	4 marks

- (c) “Marketing is about persuading customers that they need your product and devising ways of selling it to them.”

Explain why you agree or disagree with this statement.

6

The statement is incorrect.

1 mark for each valid point explaining why the statement is incorrect eg

Marketing is finding out what your customers want, not persuading them that they want what you can provide.

Selling is not the same as marketing, but is a vital part of the marketing process.

Marketing is understanding what can be sold, to whom, when, where and in what quantity.

Selling focuses on the needs of the seller whereas marketing focuses on the needs of the buyer.

Marketing can mean changing or adapting what you provide in response to market trends and customer expectations.

Businesses that are product oriented as in the statement above will be less effective in keeping customers and attracting new ones than those which are customer oriented.

Explanations which agree may attract some marks and these will be dependent upon valid statements being made.

(20)

SECTION B

5. A large mass market tour operator is reviewing its customer care programme within the context of the company's marketing plan. The Managing Director has delegated the task to an assistant product manager and asked that consideration is given to the internal customer when planning the new customer care programme and also to do something about complaints.

- (a) Why is it important for a tourism organisation to integrate customer care with its other marketing activities? 5

Candidate should be allowed an element of freedom in their response but the answer should be along the following lines:

- *customer care should not be seen as an add-on to other marketing activities*
- *to be fully effective a customer care programme has to be fully integrated within a marketing plan*
- *all advertising or promotional activities will involve an element of customer care*
- *staff dealing directly with customers eg resort reps or intermediaries such as travel agents are the last link in the marketing chain*
- *if they fail to meet customer expectations through bad service, the entire marketing campaign may flop with the resultant impact on profit and hence job security*
- *also direct links with customers can be the most effective way of promoting additional products and services*

One mark for each relevant point covered.

- (b) Who are the internal customers likely to be? 6

Two marks for explanation of internal customer and up to four marks for examples relevant to tour operating.

Candidate should be allowed an element of freedom but their responses should state that internal customers are employees working within the same company who are dependent on you, and one another, for advice, information and support. Within the tour operator internal customers would be the product manager, other assistant product managers, marketing staff, operations staff (flights, hotels), financial personnel, brochure production staff, reservations and computer systems specialists.

- (c) Suggest some situations that the company might expect customers to complain about and how they might be avoided. 9

One mark for appropriate suggestions up to a maximum of 3. Six marks for a relevant contextualised discussion on how complaints could be avoided.

Complaints could relate to booking arrangements, quality of accommodation and transportation, alterations to travel arrangements, delays etc. Complaints could be avoided by issuing explicit instructions to all staff and detailed specifications to all suppliers. These should identify factors causing problems eg bad impressions, poor communication, low standards of service, lack of leadership and teamwork, poor product knowledge. Training staff in customer care, particularly overseas reps, will reduce the number of complaints received.

(20)

6. A consultant working for a Scottish visitor attraction has advised that a customer care programme should be introduced within the organisation.

(a) Explain the stages involved in implementing a customer care programme. **12**

Candidate should be allowed an element of freedom. A good response might include reference to:

Organisational policy — the need for customer service to be embedded into its policy

Customer research — identifying customer needs, habits, opinions

Staff perceptions — how the employers feel about the organisation and their place within it

Using customer research and staff perception to spot what needs to be done—set aims and objectives of the plan.

Explore options, produce a detailed plan specifying activities, set timescale, implement the plan.

Training—the role of managers in promoting and implementing a customer care programme; equipping staff with appropriate skills in dealing with internal/external customers.

*Altering systems to ensure they are customer orientated. **Six** appropriate stages should be considered: **Two marks for each correct explanation.***

(b) How would the organisation go about evaluating the success of the customer care programme? **8**

Set standards and see if they have been achieved.

Candidate should identify methods of measuring customer satisfaction in context.

Seek customer feedback through face to face or postal surveys, self completion questionnaires, suggestion schemes, mystery shopper, employer attitude surveys etc.

Find out about service levels elsewhere—benchmarking.

*The appropriateness of **four** of the above points should be considered.*

Two marks for each correct answer. **(20)**

SECTION C

7. (a) A small group travelling by minibus on a tour to Scotland has arrived at Hull docks from Rotterdam.

(i) Name the company which operates the car ferry service on which the group has travelled.

P & O North Sea Ferries (1)

(ii) Briefly describe the route the group would follow in the minibus if travelling to

either Glasgow *Normal route would be to make for the A1 via York by-pass (A1079/A859—not required in answer), A1 to Scotch Corner, then A66 to M6 at Penrith and proceed to Glasgow via M6/M74.*

or Edinburgh. *As above to A1, then continue on A1 all the way to Edinburgh.* (2)

Choose **one** of the destinations.

3

(b) While in Scotland the group will visit **one** of the following visitor attractions operated by the National Trust for Scotland.

- Culzean Castle
- Culloden Battlefield
- Falkland Palace

Choose **one** of the above attractions.

(i) Plot the location of the attraction on map 1.

Accurately plotted to within 5 mile radius of location. (1)
(Refer to completed map on Page fifteen.)

(ii) Briefly explain its significance as a visitor attraction.

Culzean Castle — 18th century cliff top stately home, designed for the Kennedy clan by Robert Adam

Falkland Palace — 16th century country residence of the Stuart Monarchs

Culloden Battlefield — scene of the last British land battle in 1746 where Bonnie Prince Charlie was defeated and so ended the Jacobite Risings (2)

3

7. (continued)

- (c) The group has expressed an interest in following **one** of the following theme trails.

- The Malt Whisky Trail
- The Trossachs Trail
- The Solway Coast Heritage Trail

Choose **one** of the above trails.

- (i) Plot the trail on map 1.

*Trail is accurately plotted—refer to completed map on **Page fifteen** (1)*

- (ii) Describe **two** named attractions on the chosen trail.

*The Malt Whisky Trail — any **two** of the following distilleries:
Benromach, Dallas Dhu, Glen Grant,
Cardhu, Glenlivet, Glenfiddich,
Glenfarclas or the Speyside Cooperage*

*The Trossachs Trail — Towns of Aberfoyle and Callander,
Doune Castle, Blair Drummond Safari
Park, Queen Elizabeth Forest Park
Visitor Centre, Inchmahome Priory etc*

*Solway Coast Heritage Trail—Caelaverock Castle, Burns House and
Mausoleum, New Abbey, Dundrennan
Abbey, Cardoness Castle, Whithorn
Priory etc (2)*

3

- (d) The group are also interested in visiting **one** of the following islands.

- Harris
- Orkney (Mainland)
- Islay

Choose **one** of the above islands.

- (i) Plot the location of the island on map 1.

*Chosen island is correctly plotted—refer to completed map on **Page fifteen** (1)*

- (ii) Name the car ferry ports connecting the island and the Scottish mainland.

Ports are named correctly eg:

For Orkney the ports would be Scrabster to Stromness or the Aberdeen to Stromness summer service would also be acceptable

Harris—Uig to Tarbert or Ullapool to Stornoway

Islay—Kennacraig to Port Ellen/Port Askaig (1)

- (iii) These islands are particularly noted for their unique produce or crafts. What unique product could the group purchase on your chosen island?

Orkney—Crafts such as textiles or jewellery, Orkney Chair, cheese or whisky (Highland Park)

Harris —Harris Tweed

*Islay —Smoky peaty flavoured Malt Whisky eg Laphroaig,
Lagavulin, Ardbeg, Bowmore, Caol Ila and Bunnahabhainn;
also cheese (1)*

3

7. (continued)

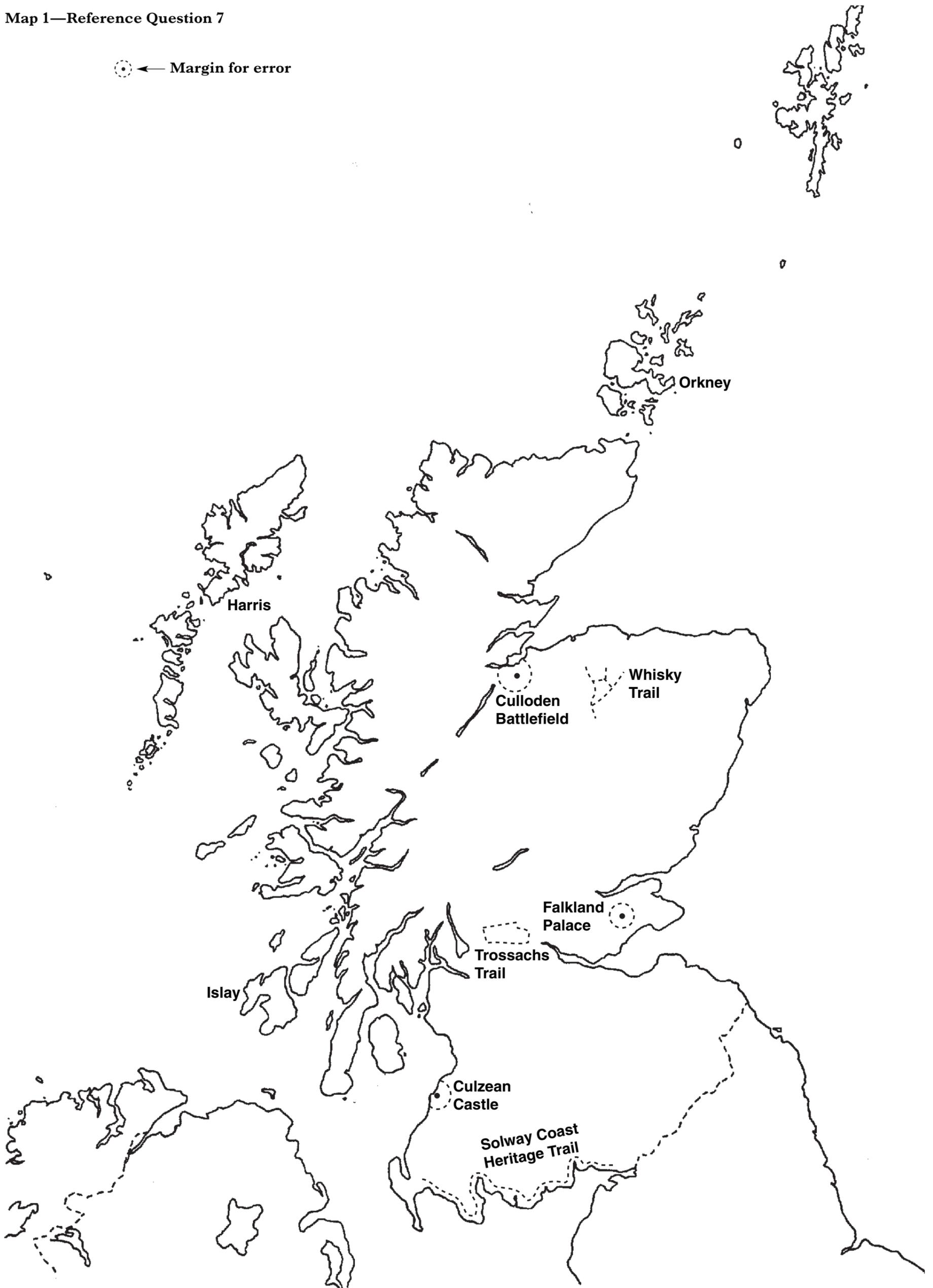
- (e) The group will be visiting your home area.
- (i) Suggest a good standard hotel for them to stay in.
Acceptable hotel is suggested (markers may need current edition of where to stay!). (1)
- (ii) What is the VisitScotland grading for the hotel?
*Correct star grading is given.
 If the hotel is not graded by VisitScotland the answer would have to justify the selection of “a good standard” hotel. It may be graded by another organisation eg AA.* (1)
- (iii) Suggest an activity in which the group could participate in the local area and describe the venue.
Suggested activity is feasible eg named golf course, salmon beat, sailing school, pony trekking centre etc. (2)
- (iv) With regard to the chosen activity, advise on any rules and regulations which should be drawn to the attention of the group.
*Guidance on rules and regulations is provided accurately with reference to chosen activity eg
 Golf — requirement for letter of introduction and handicap certificate in some courses. Idiosyncrasies of some clubs with regard to women and dress codes. Procedures for booking tee times eg balloting at St Andrews, bookings and variations in availability of caddies and caddy cars, residence requirements eg Gleneagles.
 Fishing — permit requirements for lochs, rivers beats etc. Closed seasons.* (2)
- (v) Briefly describe **two** named historical or cultural attractions in your area. Your choice should **exclude** any of the attractions mentioned in (b), (c) or (d) if relevant.
Descriptions of chosen attractions is accurate. (2)

8
(20)

MARKING INSTRUCTIONS

Map 1—Reference Question 7

⊙ ← Margin for error



8. You work for True Scot Tours, an inbound tour operator specialising in the Japanese market. Your clients are a group comprising 3 couples who need a 7 night tailor-made sightseeing tour of Scotland with the following special requirements:

- luxury accommodation
- shopping for luxury Scottish goods
- golf at a Championship course (provide any advice you feel is appropriate for first time visitors)
- an island visit
- opportunities for taking spectacular photographs
- at least **one** “unique” experience!

Draft a suitable programme for the group, including your choice of suitable transport and show the route on map 2.

(20)

Marks

<i>Accuracy of map—refer to the completed map for Question 7 for an indication of acceptable tolerance in plotting locations on the proposed route</i>	2 marks
<i>Feasibility: journey times</i>	2 marks
<i>pace (ie not too much driving)</i>	2 marks
<i>creativity/imagination</i>	2 marks
<i>Appropriate choice of overnight stops</i>	2 marks
<i>Appropriate visits, including special requirements</i>	1 mark each to a maximum of 8
<i>Identification of typically Scottish crafts/products</i>	2 marks