

# X217/12/01

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NATIONAL  
QUALIFICATIONS  
2015

MONDAY, 18 MAY  
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) Give a definition of each of the following terms used in the Travel and Tourism industry.
- (i) Tourist trip 1
  - (ii) Producer 1
  - (iii) Package holiday 1
  - (iv) Air Broker 1
- (b) John works for a large medical research company in Switzerland. He will attend a conference where his company has arranged accommodation at the Glasgow Hotel Royale.
- (i) The Glasgow Hotel Royale is a VisitScotland four star graded hotel.  
Explain the key features of VisitScotland's grading scheme for accommodation. 3
  - (ii) The Glasgow Hotel Royale is a member of a hotel consortium.  
What are the advantages of an independently owned hotel joining a consortium? 2
  - (iii) Explain why business tourism is an important aspect of the Scottish tourism industry. 3
  - (iv) Explain fully why Glasgow is a good location for business tourism. 2
- (c) Describe **two** current "green initiatives" that travel and tourism businesses could adopt to reduce their environmental "footprint". 2
- (16)**

## 2. Read the following case study.

Trevor and Sue Brown have set up a company called *Ptarmigan Holidays* which organises bird watching tours around Mull, Argyll and Skye. Trevor and Sue 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 where appropriate. Flights can be arranged from the holidaymakers' departure airport to Glasgow International Airport. The season for their bird watching tours is from early May until the end of September.

Mia and Colin Ross are keen birdwatchers who live in Boston, USA, 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 International Airport on a scheduled flight. They are met by Kirsty, a Ptarmigan Holidays representative who explains that she will be accompanying them throughout their stay in Scotland.

- (a) Draw a diagram illustrating the Structure of the Travel and Tourism industry **and** indicate the positions of Ptarmigan Holidays and Happy Hols on the diagram. 5
- (b) The travel and tourism industry is said to be “interdependent”. Explain what this means using examples from the case study. 4
- (c) (i) Describe the role of Scottish Natural Heritage (SNH). 2  
(ii) Explain how the work of SNH could enhance Mia and Colin’s visitor experience. 2
- (d) Many tourism organisations are members of ABTA.  
(i) What does ABTA stand for? 1  
(ii) What are the benefits to the consumer booking a holiday with an ABTA appointed company? 2
- (16)**

**[Turn over**

3. Refer to the case study in Question 2.

- (a) Trevor and Sue see their business as being “market orientated”.  
What does this mean? 1
- (b) Each year Trevor and Sue carry out a SWOT analysis of Ptarmigan Holidays.  
(i) What does the term SWOT mean? 1  
(ii) Give **three** reasons why a SWOT analysis is important for the company. 3
- (c) As a result, on examination of the SWOT analysis, it has been decided to develop Ptarmigan Holidays in the following ways:  
(i) Extend Ptarmigan Holidays product range (type of touring holiday it offers)  
(ii) Expand its customer base  
(iii) Generate more business outwith the May – September period  
Explain in each case what steps they could take to achieve these. 3
- (d) To develop Ptarmigan Holidays, Trevor and Sue have to examine the price element of the marketing mix.  
Identify **four** factors they have to take into account when setting prices. 4
- (e) (i) Suggest **two** promotional techniques that Ptarmigan Holidays could use to generate new business. In each case give reasons for your choice. 2  
(ii) Describe **two** methods they could use to monitor the success of these promotional techniques. 2
- (16)**

4. Refer to the case study in Question 2. *Marks*
- Trevor and Sue have identified customer service as an area they wish to improve.
- (a) What is meant by the term “customer service”? **2**
- (b) Describe the benefits of providing excellent customer service to each of the following:
- (i) The business **2**
  - (ii) The employee **2**
  - (iii) The Scottish tourism industry **2**
- (c) Suggest **three** ways that Trevor and Sue can find out if improved customer service has taken place. **3**
- (d) Identify **one** customer care programme on offer within the Scottish tourism industry **and** explain its aims. **2**
- (e) (i) Explain the term “primary research”. **1**
- (ii) Describe **two** primary research methods Trevor and Sue could use to measure customer satisfaction. **2**
- (16)**

[END OF SECTION A]

**[Turn over**

Answer BOTH questions from EITHER Section B OR Section C

SECTION B

Marks

**The Scottish Tourism Product: An Introduction**

5. (a) Identify each of the following tourist destinations shown on **Map 1**.
- (i) City A
  - (ii) Loch B
  - (iii) Forest Park C
  - (iv) Mountain D
  - (v) Ferry Port E
- 5
- (b) Locate the following tourist destinations on **Map 1**.
- (i) Mull
  - (ii) Cairngorm Mountains
  - (iii) Ayr
  - (iv) Moray Firth
  - (v) River Tweed
- 5
- (c) In which Scottish Touring areas would you find the following tourist attractions?
- (i) Burns Cottage
  - (ii) Kelso Abbey
  - (iii) Urquhart Castle
- 3
- (d) For **either** Greater Glasgow & the Clyde Valley **or** the Highlands (NW of the Great Glen) provide the following important tourist information for potential customers. Include appropriate named examples in your answer.
- (i) A description of the location of the area in Scotland. 2
  - (ii) The appeal of the area to the tourist. 2
  - (iii) A natural visitor attraction. 1
- (18)**

6. (a) An Edinburgh based domestic tour company called *All Road Scotland* offers short break packages around Scotland mainly for young inbound backpackers. They want to expand their product and intend to include a tour named “East Coast Highlights” in their 2016 brochure. The tour would start in Edinburgh and finish in Aberdeen, taking in the touring regions of the Kingdom of Fife, Angus and Aberdeenshire.

- (i) For **either** the Kingdom of Fife, Angus **or** Aberdeenshire provide a description of the scenery. 2
- (ii) The company mainly offers tours of Edinburgh, Glasgow and the Highlands. Suggest why “East Coast Highlights” would be a suitable addition to their brochure. 2
- (iii) Devise a 5 day (4 night) tour itinerary, which departs from Edinburgh and finishes in Aberdeen (but does not include the cities), which could appear in the brochure.

Your itinerary should include at least **one** from **each** of the following categories:

- A named natural feature
- A man-made visitor attraction
- A National Trust for Scotland property
- A named event attraction 8

(b) A London based design company with 80 employees has decided to hold a three-day meeting in Inverness.

The employees will fly into Glasgow International Airport and will then travel by coach to Inverness. From the airport they will travel east on the M8 then north on the M80 to Stirling.

- (i) Describe the route from Stirling to Inverness. 2
- (ii) Describe the appeal of Inverness as a business destination. 2
- (iii) Name a venue in Inverness where their meeting can take place. 1
- (iv) Describe a tourist activity which the employees can undertake during their stay. 1

**(18)**

**[Turn over for SECTION C on Page eight**

## SECTION C

### Tourist Destinations

*Marks*

7. (a) Identify each of the following tourist destinations shown on **Map 2**.
- (i) Country A
  - (ii) City B
  - (iii) River C
  - (iv) Island D
  - (v) Natural Feature E
- 5
- (b) Locate the following tourist destinations on **Map 2**.
- (i) Sydney
  - (ii) Goa
  - (iii) Cyprus
  - (iv) The Pyrenees
  - (v) Bay of Biscay
- 5
- (c) In which country would you find the following tourist attractions?
- (i) Lake Titicaca
  - (ii) Milford Sound
  - (iii) Kruger National Park
- 3
- (d) For **either** Malaysia **or** Mexico provide the following important tourist information.
- (i) A description of the location of the country
  - (ii) The time difference from the UK
  - (iii) A main entry airport
  - (iv) The appeal of the country to the tourist
  - (v) One named man-made tourist attraction
- 5
- (18)**

8. *Rough Souls* is a walking company which organises holidays for ramblers and serious hill walkers. The company is looking to expand its range of destinations into Kenya, Argentina and Indonesia so that customers can visit locations which will offer them a variety of walking challenges in areas of outstanding natural beauty.

(a) Choose **one** country from Kenya, Argentina **or** Indonesia and provide the following information:

(i) The main entry airport **and** flying time from the UK. 2

(ii) A brief description of the location of the country. 2

(iii) An explanation, including named examples, of why the country would suit their interests. 3

(iv) A description of the country's climate. 2

(v) Two possible health and/or safety risks of undertaking a walking holiday in that country. 2

(b) A large financial company based in London has awarded an incentive trip to six of its employees for exceeding company targets. The employees have a choice of three destinations.

Sydney

Singapore **or**

Prague

Choose **one** destination and:

(i) describe its appeal to the employees; 2

(ii) name **two** attractions that the employees can enjoy during their stay; 2

(iii) give an example of local cuisine that they could sample; 1

(iv) give an example of a traditional art and craft souvenir they could buy; 1

(v) give the time difference between London and the chosen destination. 1

**(18)**

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