



2012 Travel & Tourism

Higher

Finalised Marking Instructions

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2012 Travel and Tourism Higher

Section A

Question 1

	Marks
(a) 4 marks – 1 mark for each correct definition – wording need not be exactly the same as below, but the meaning should be clear.	
(i) Tour operator: a business which organises the components of a holiday into inclusive packages, which are then sold to the customer direct or through a travel agent.	1
(ii) Business travel: travel for conferences, trade fairs, meetings and incentive trips paid for by the company.	1
(iii) Excursionist: someone who makes a day trip not involving an overnight stay for leisure purposes.	1
(iv) Inbound tourism: residents of one country entering another country for tourism purposes. (A good example would be acceptable.)	1
(b) 4 marks (1 mark for an explanation of the role and 1 mark for 2 or 3 examples, 2 marks for 4 correct examples and 1 mark for name of QA scheme)	
(i) The role of the British Hospitality Association is to be the effective voice of the British hospitality industry by ensuring the views of the industry are represented to government and policy makers.	1
(ii) Membership includes restaurants, contract caterers, clubs, transport caterers, theatres, attractions, outside caterers, educational establishments, conference venues, suppliers to the industry and hotels.	2
(iii) EatScotland	1

(c) 6 marks (1 mark for correct reason, 1 mark for 2 correct categories, 1 mark for each example and 1 mark per explanation up to 2 marks).

- | | | |
|-------|---|---|
| (i) | The visitor attractions sector is important to the success of tourism at destinations as it is the attractions on offer at the destination that motivate tourists to choose that destination eg tourists are motivated to come to Edinburgh because of the castle etc. If there are no attractions, then tourists are very unlikely to visit. | 1 |
| (ii) | The two broad categories are:
Natural and man-made. | 1 |
| (iii) | Any example of one natural and one man-made attraction (the response should make it clear which is natural and which is man-made. Answer will depend on answer given to (c) (ii) above. (Candidate should not be penalised for a consequential error.) | 2 |
| (iv) | Events can be used to give tourists an added reason for visiting a city, area or country and can also be used to attract repeat visitors who might not come without the added incentive of something new to experience. Events also encourage out of season tourism. | 2 |

**(d) 2 marks
1 mark for correct example in each sector**

This question is likely to generate a wide variety of responses. Marker discretion is required to make a judgement based on what is happening in the industry at the time of the examination. All reasonable options should be accepted. At the time of writing possible responses might include:

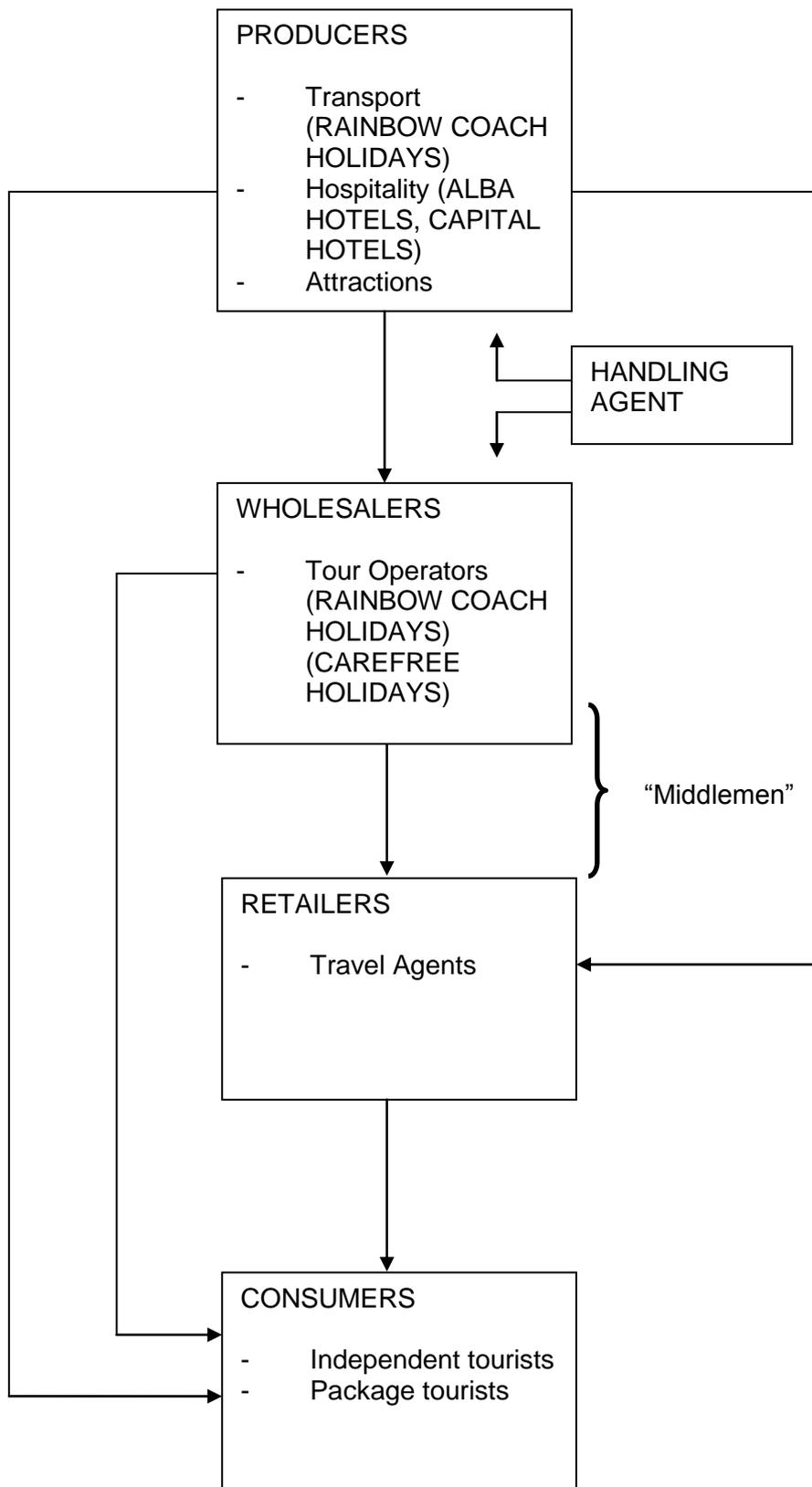
- | | |
|--|---|
| Transport sector: | 1 |
| <ul style="list-style-type: none"> • Airlines have put large amounts of money into developing fuel efficient aircraft • The emergence of 'green travel' websites to help customers choose options which reduce their carbon footprint • Increased number of holidays by rail being offered | |
| Hospitality sector: | 1 |
| <ul style="list-style-type: none"> • Many hotels now offer guests the option to restrict the number of times bed sheets and towels are changed • Businesses join the 'Green Tourism Business Scheme' to demonstrate their commitment to environmentally friendly practices (eg low energy light bulbs etc could be discussed in this context) • There is a growing range of eco-friendly holidays on offer, using accommodation which is sensitive to the environment | |

(16)

Question 2

	Marks
(a) 1 mark	1
Integration is an economic concept, which describes how businesses may join together either through merger, takeover, buy-out or a consortium agreement.	
(b) 4 marks (1 mark for each correct benefit)	4
<ul style="list-style-type: none">• Economies of scale• Increased market share• Reduced competition• Greater negotiating and buying power when dealing with suppliers• More funding for marketing• Increased sales volume, larger turnover, more investment and larger profits• A total product for the customer• Or any other valid reason	
(c) 2 marks (1 mark for correct identification and 1 mark for explanation)	2
Examples of horizontal integration:	
<ul style="list-style-type: none">• Alba Hotels merging with Capital Hotels• CA Enterprises buying Rainbow Coach Holidays	
Explanation: horizontal integration is where two or more companies on the <i>same</i> level of the chain of distribution join together (either through merger, takeover, buyout or a consortium arrangement)	
(d) 2 marks (1 mark for correct identification and 1 mark for explanation)	2
Example of vertical integration:	
<ul style="list-style-type: none">• CA Enterprises taking over Carefree Holidays	
Explanation: vertical integration is where two or more companies on <i>different</i> levels of the chain of distribution join together (either through merger, takeover, buyout or a consortium agreement)	
(e) 6 marks	6
<ul style="list-style-type: none">• 1 mark for Alba Hotels as a producer• 1 mark for Capital Hotels as a producer• 1 mark for Rainbow Coach Holidays as a producer or wholesaler• 1 mark for Carefree Holidays as a wholesaler• 2 marks for correct diagram with arrows (see diagram)	

Figure 2 (e) –Chain of Distribution



Marks

(f) 1 mark

1

The chain of distribution illustrates the different ways in which the travel and tourism product can be distributed from its 'manufacturing' source to the consumer.

(16)

Question 3

Marks

- (a) **3 marks** **3**
(1 mark for correct explanation)
(2 marks for naming how information can be gathered)

All businesses should undertake marketing research in order to ensure that they are making correct decisions in relation to the marketing mix they develop. If they don't do marketing research, they have no solid basis for their marketing decisions, which then have to be made based only on guesswork.

Sources of useful information:

- Tourism organisations (VisitScotland, VisitBritain etc)
- Trade associations (ASVA etc)
- Internal records, eg bookings
- Government organisations (Scottish Enterprise, local government data)
- Chambers of Commerce
- Methods of market research also valid, such as feedback from customers

- (b) **4 marks** **4**
(1 mark for correct description of qualitative, 1 mark for correct description of quantitative and 1 mark for each correct method)

Qualitative research focuses on identifying opinions and requires an evaluation of quality products, services etc, whereas quantitative research seeks to identify factual information in relation to how many, how often etc.

Methods to gather qualitative information:

In-depth interviews, focus group, mystery customers, staff meetings and visitor surveys.

Methods to gather quantitative information:

Monitoring internal records, eg average spend of customers, level of repeat business, number of bookings. Visitor surveys.

- (c) **5 marks (as indicated below)** **5**
(1 mark for each P plus explanation)

The marketing mix is a tool which marketers can use to help make marketing decisions by allowing marketers to focus on each element of the marketing mix. **(1 mark)**

Once marketers have looked at each element individually they must make sure that they blend the marketing mix to ensure that each element complements the others. **(1 mark)**

They must have the correct product (ie one which meets customers' needs). **(1 mark)**

Available at the correct location **(1 mark)** at a price, which the customers are prepared to pay. **(1 mark)**

They must then tell potential customers about their product using a variety of means, best able to reach their target markets. **(1 mark)**

Marks

(d) 4 marks
(1 mark for each point made to a maximum of 4)

4

Factors which affect pricing:

- Any USP
- The range of services provided
- Quality of services provided
- Costs and overheads
- Competitors' prices
- Target market(s)
- Stage of the life cycle of the business
- What the market will bear
- Image
- Or any other valid point

(16)

Question 4

Marks

- (a) **3 marks** **3**
(1 mark for each point made)

CA Enterprises can improve its competitive advantage by differentiating its product from its competitors'. One way of achieving this is to offer superior/ outstanding service which provides the business with an opportunity to promote itself as offering something different and better from the competition. In the process CA Enterprises will achieve repeat custom, word of mouth referrals, increased demand and increased profit some of which can be re-invested in the business.

- (b) **2 marks** **2**
(1 mark for correct identification and 1 mark for explanation of aims)

100K Welcomes – aims to develop people with the right skills and knowledge to provide customer service that's truly exceptional. It offers two training programmes, one for business leaders and the other for front line staff. It aims to give them techniques and information to help deliver the kind of service, which will ensure that businesses thrive.

- (c) **4 marks (1 mark for each benefit described)** **4**

Business:
Repeat business, loyal customers, increased profits etc.

Employee:
Job satisfaction, job security, less stress etc.

Local community:
Local jobs, improved local economy etc.

Scottish tourism industry:
Improved reputation/image, more business, increased employment, more money to reinvest in the industry, continuous improvement and success.

- (d) **4 marks** **4**
(2 marks for description and 1 mark for each benefit)

VisitScotland's Quality Assurance Scheme sets criteria that accommodation providers must meet in order to be awarded a star rating of between 1-5 stars.

Properties are inspected to ensure they meet the standards and the business must pay an annual fee to be part of the scheme.

Benefits:

- Plaque for the hotel entrance
- Entry in VisitScotland publications (marketing purposes)
- Visitors can tell at a glance what standards to expect
- Ensures that minimum standards are maintained consistently

Marks

(e) 3 marks
(1 mark for a description of each method)

3

- Levels of staff retention
- Improved morale/motivation
- Increase in positive feedback
- Decrease in complaints
- Increase in repeat business
- Increase in bookings
- Any other reasonable method

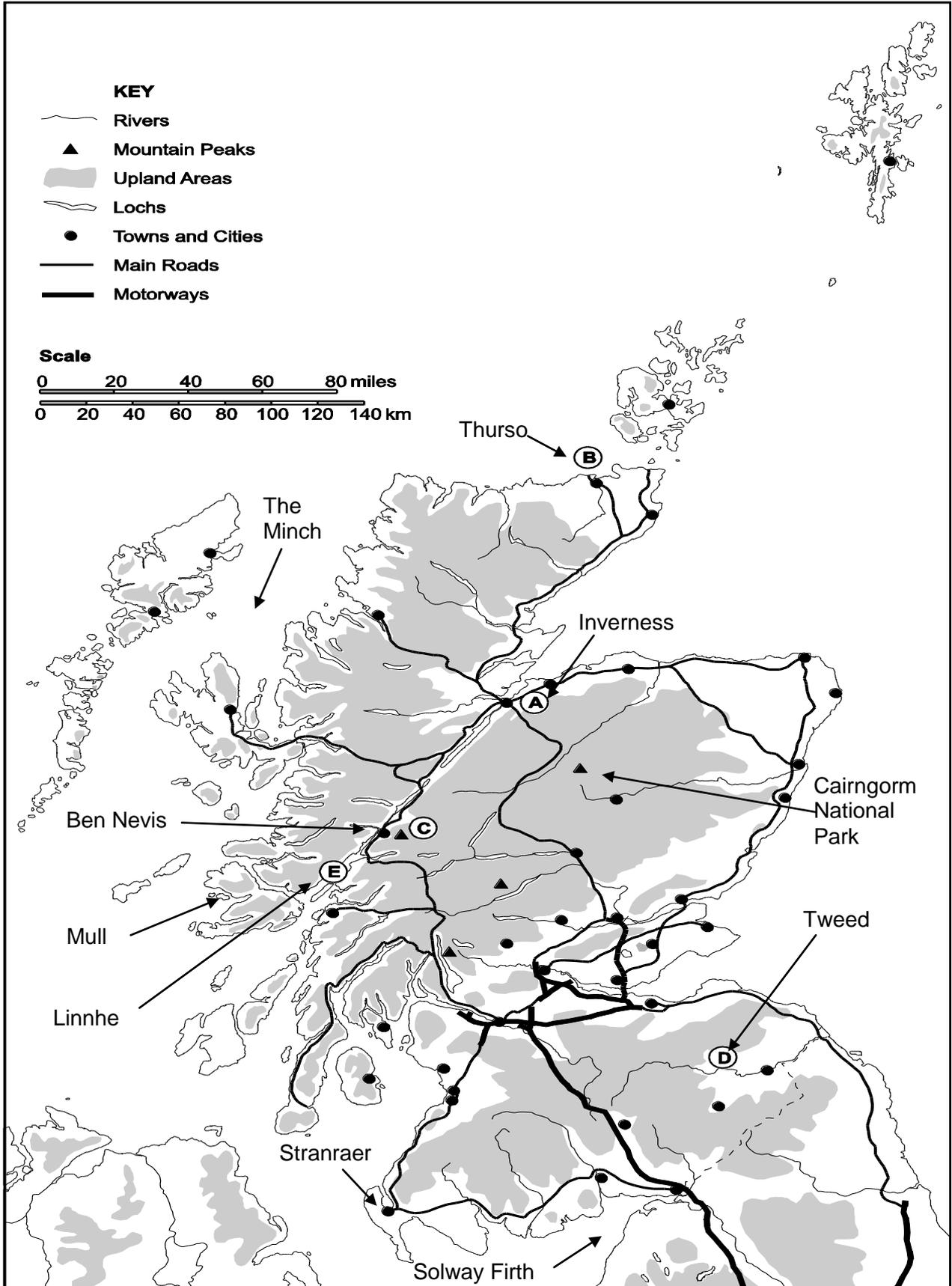
(16)

Section B – The Scottish Tourism Product: An Introduction

Question 5

	Marks
(a) 1 mark per correctly identified place/feature – 5 marks.	5
(i) City A	Inverness
(ii) Town B	Thurso
(iii) Mountain C	Ben Nevis
(iv) River D	Tweed
(v) Loch E	Linnhe
(b) 1 mark for each correctly plotted tourist destination – 5 marks.	5
(i) Mull	See Map
(ii) The Minch	See Map
(iii) Stranraer	See Map
(iv) Cairngorm National Park	See Map
(v) Solway Firth	See Map
(c) 1 mark for each – 3 marks.	3
(i) Perthshire (accept Perth and Kinross)	
(ii) Royal Deeside	
(iii) Scottish Borders	
(d) 1 mark for each reason up to a maximum of 3	3
(i) Selection of international airports, good transport links from airports, purpose built conference venues, quality accommodation, international cuisine, attractions and nightlife suitable for social calendars, pre and post conference tours.	
1 mark for correctly named venue and 1 mark for acceptable reason	2
(ii) eg can accommodate all delegates, has good transport links etc.	
	(18)

Question 5 - Map



Question 6

	Marks
(a) 1 mark for each valid point to a maximum of 2	2
Dramatic landscapes with high mountains, eg Eastern Cairngorms, coastlines, eg Bullers of Buchan, Menie Estate and wide rivers, eg The Dee and The Don. Historic castles and traditional fishing villages for social and domestic scenes or similar.	
(b) (i) 1 mark for correctly named property	1
Fyvie Castle, Haddo House, Castle Fraser, Crathes Castle, Drum Castle, Craigievar Castle, Mar Lodge or Leith Hall.	
(ii) 1 mark for satisfactory explanation	1
Ancient castle with clan or royal connections, historic building and interior (furniture paintings, etc) for a period drama.	
(iii) 1 mark per correct activity and 1 mark for correct location	2
Skiing – Glenshee or Lecht Fishing on the River Dee, sea angling Hill walking in Cairngorms National Park, Lochnagar, etc Cycling and walking – The Deeside Way Gliding – Dinnet Winter sports and sailing – Peterhead, Stonehaven	
(iv) 1 mark for food and 1 mark for drink	2
Aberdeen Angus beef, venison, Deeside salmon, Finnan haddock, Deans of Huntly and Duncan’s of Deeside, Mackie’s Ice Cream or Aberdeen butteries – rowies, Alford oatmeal, BrewDog Beer from Fraserburgh, Pies by J & I Smith of Huntly, Malt Whisky (whisky alone not accepted, not specific enough, named distillery, eg Glen Dornoch).	
(c) (i) 1 mark for each valid point to a maximum of 2	2
Spectacular mountain landscapes and seascapes, notably Glen Torridon and Loch Maree, Kintail, Lochalsh, Loch Carron and the Summer Isles. Attractions such as the Ben Eighe Nature Reserve and the NTS gardens at Inverewe.	
(ii) Itinerary marked as follows:	8
4 overnight stops – 3 marks (3 stops – 2 marks; 2 stops – 1 mark) All stops must be correct, ie within the designated area and correctly sequenced.	
4 correct attractions – 3 marks (3 attractions – 2 marks; 2 attractions – 1 mark) All attractions must be correct, ie within the designated area, including a named natural feature, a natural heritage visitor attraction, a modern man-made attraction and a wildlife attraction.	
1 mark for route description Should include a logical description of the route, name of the roads, scenic points on route, towns passed through.	
1 mark for feasibility of proposed itinerary Is the tour possible to undertake in 5 days? Is it interesting enough for Mr Duffy? Does it cover most of the area? Are each of the daily journeys long/short enough? Are the overnight stops in suitable locations? Are the attractions interesting?	

(18)

Section C – Tourist Destinations

Question 7

- | | Marks |
|---|--------------|
| (a) 1 mark per correctly identified place/feature – 5 marks. | 5 |
| (i) Tanzania | |
| (ii) Bali | |
| (iii) Las Vegas | |
| (iv) Rhine | |
| (v) Table Mountain | |
| (b) 1 mark for each correctly plotted tourist destination – 5 marks. | 5 |
| (i) Gulf of Carpentaria | See Map |
| (ii) Toronto | See Map |
| (iii) Maldives | See Map |
| (iv) Cyprus | See Map |
| (v) Peru | See Map |
| (c) 1 mark each (the name of country must be stated) | 3 |
| (i) Canada | |
| (ii) USA (or Brazil or Australia) | |
| (iii) France | |
| (d) 1 mark for each correct piece of information | 5 |

India

Location

Located in the Indian subcontinent of Asia (to the south of the continent).
Bay of Bengal to the east and Arabian Sea to the west. Indian Ocean to the south. Himalayan mountain range to the north.

Appeal

India offers a lot of variety to the visitors such as resorts, cities, ancient monuments, tropical jungles teeming with wildlife, the vast Indo Ganges plains, Himalayas and a long coastline with sandy beaches, eg Goa.

Airport

Mumbai, Kolkata, New Delhi, Goa.

Visitor attraction

Taj Mahal, Agra, Darjeeling railway or similar.

Natural feature

Himalayas, Ganges, Goa peninsula.

Ecuador

Location

Country in the north west of South America with Colombia to the north and Peru to the south. Pacific Ocean to the west. Located on the equator.

Appeal

Ecuador has a warm climate, vast mountains, plenty of beach resorts, the Galapagos Islands, the rainforests, etc.

Airport

Quito.

Visitor attraction

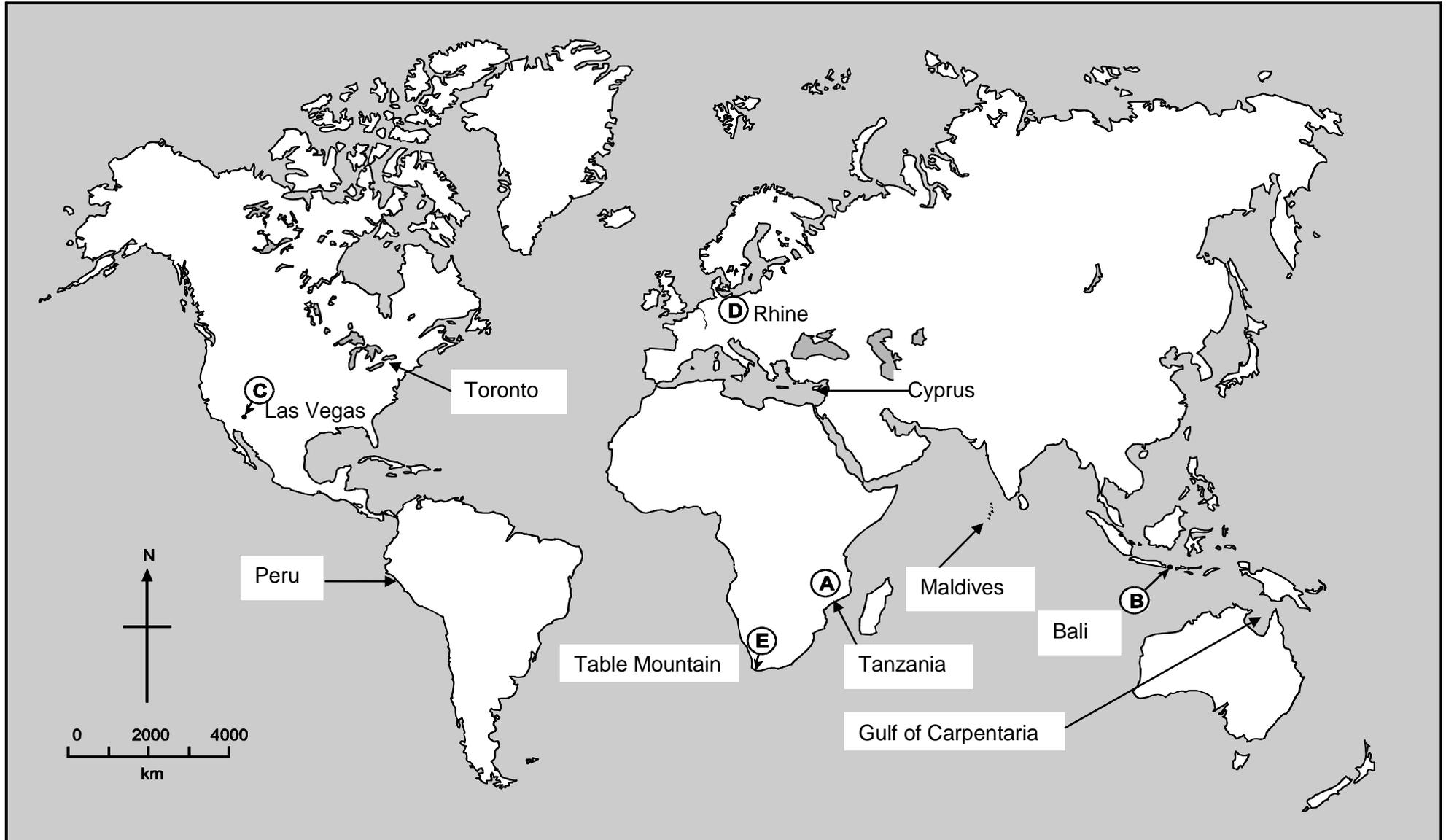
Galapagos Islands.

Natural feature

Andes Mountains, Mount Cotopaxi Volcano National Park.

(18)

Question 7 – Map



Question 8

	Marks
(a) Canada	
Location Most northerly country in North America with USA located to the south. The Atlantic Ocean to the east and Pacific Ocean to the west. (Any 2 valid points - 2 marks)	2
Interests Shopping and culture – large cities, eg Vancouver, Toronto, Quebec City or similar. (1 mark) Scenery – Great Lakes, Rocky Mountains or similar. (1 mark) Sporting activities – sailing on Lake Ontario, Vancouver Island, etc. Skiing in the Banff area. (1 mark)	3
Gateway Airport and time difference -4 to -8 hours. Ottawa, Toronto, Montreal, Calgary, Vancouver, etc. (1 mark for time difference and 1 mark for Gateway Airport)	2
Arts & Crafts Native North American Headgear, Footwear, Clothing, jewellery, dream catchers, local gifts and souvenirs. (1 mark)	1
Two attractions Niagara Falls, Jasper National Park, Calgary Stampede. (2 marks – 1 mark for each attraction)	2
Australia	
Location South East of Indonesia, Thailand, etc. North west of New Zealand. Indian Ocean to the west and Pacific Ocean to the east. (Any 2 valid points, 2 marks)	2
Interests Shopping and culture – Sydney, Perth, Melbourne (1 mark) Scenery – Uluru National Park with Ayers Rock, Queensland Rainforest, Snowy Mountains or similar (1 mark) Sporting activities – Scuba diving on the Great Barrier Reef, Sailing in Sydney Harbour, Surfing on Bondi Beach, Skiing in the Snowy Mountains (1 mark)	3
Gateway Airport and time difference +8 to +10. Perth, Sydney, Melbourne. (1 mark for time difference and 1 mark for Gateway Airport)	2
Arts & Crafts Aborigine (indigenous Australians) crafts, eg didgeridoo, boomerang and kangaroo hide artefacts. (1 mark)	1
Two attractions Sydney Harbour Bridge, Sydney Opera House, Ayers Rock (if not mentioned above) (2 marks – 1 mark for each attraction)	2

	Marks
(b) Hawaii	
Location A number of islands located in the middle of the Pacific Ocean in the northern hemisphere. (1 mark for any correct point)	1
Two attractions Hawaii Volcanoes National Park, Pearl Harbour, Waikiki Beach. (2 attractions – 1 mark)	1
Local cuisine Polynesian food, eg pork, tuna, fruits such as pineapple, etc. (1 mark)	1
Currency US Dollars. (1 mark)	1
Hong Kong	
Location South East Asia, South of China, East China Sea to the East. (1 mark for any correct point)	1
Two attractions Hong Kong Harbour, Victoria Peak, Disneyland, etc. (2 attractions – 1 mark)	1
Local cuisine Cantonese food. (1 mark)	1
Currency Hong Kong Dollars. (1 mark)	1
	(18)

[END OF MARKING INSTRUCTIONS]