



# **2012 Travel and Tourism**

## **Intermediate 2**

### **Finalised Marking Instructions**

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## Question 1

**(a) 3 marks for each of the following reasons:**

- He is away from home/place of work
  - His visit is short-term/temporary
  - The purpose of his visit is business
- (3)**

**(b) (i) 2 marks. 1 for any of the following reasons:**

- Will fly even if not full
  - Reliable service/fly to a set timetable
  - Run services between cities
  - Provide meals and drinks
  - They fly from more airports
  - There is more leg room
  - Any other acceptable answer
- (2)**

**(ii) 1 mark for any valid airline, eg:  
(if more than one answer given, accept first one)**

- Lufthansa
  - British Airways/BA
  - Air France
  - Aer Lingus
  - Easyjet/Ryanair would also have to be accepted
  - Any other acceptable answer
- (1)**

**(c) 2 marks. 1 for any of the following reasons:**

- Business clients use the same facilities as leisure tourists
  - Business clients spend more money than leisure tourists eg may fly business class or use additional services
  - Provides income in low season/not seasonal
  - Business travel is growing but leisure travel is not (at the time of writing)
  - Brings people to the country who may return for leisure in future
  - Any other acceptable answer
- (2)**

**Total (8)**

**Question 2**

**(a) 2 marks. 1 for each correct reason, eg:  
(No marks given for mention to increase in wealth)**

- Original concept was to provide a week's holiday for a week's pay
- Provided affordable/cheap holidays
- All inclusive holidays/accommodation, food and entertainment provided
- Holiday experience was easier, particularly for families
- Holiday with pay Act made it possible
- People getting paid holidays now
- Any other acceptable answer

**(2)**

**(b) 2 marks. 1 for each appropriate example:**

- (i) **Political Development** – 1938 Holiday with Pay Act
- (ii) **Technological Development** – Invention of the motor car/introduction of the charabanc/passenger aircraft (includes 2<sup>nd</sup> World War decommissioned aircraft), can also accept reference to newsreel footage.

**(2)**

**(c) 2 marks. 1 for each correct reason:**

- Veterans wished to revisit sites of battles
- Desire to travel as a result of watching newsreel footage of foreign places
- Desire to travel stimulated by listening to returning veterans

**(2)**

**(d) 0 marks for 1 correct tick  
1 mark for 2/3 correct ticks  
2 marks for 4 correct ticks**

Statement	True	False
Demand for golfing holidays is currently in decline		✓
Spa breaks are growing in popularity	✓	
One trend is continued growth in cruise holidays	✓	
City breaks are declining in popularity		✓

**(2)**

**Total (8)**

### Question 3

- (a) **0 marks for 1 correct tick**  
**1 mark for 2/3 correct ticks**  
**2 marks for 4 correct ticks**

	Public	Private	Voluntary
Tourist Information Centre	✓		
Virgin Atlantic		✓	
National Trust for Scotland			✓
Historic Scotland	✓		

(2)

- (b) **1 mark**

**Publicly funded organisation** – Attraction or service provided by local or national government.

(1)

- (c) **4 marks**  
**1 mark for each correct advantage and disadvantage from the following list/any other appropriate reason.**

**Advantages:**

- Opportunities for travel
- Contact with a wide variety of people
- Often enjoyable atmosphere
- Opportunity for promotion
- Wide range of job opportunities
- Discounts available for employees

**Disadvantages:**

- Long hours of work
- Irregular hours/shift work
- Seasonal work
- Poor pay at entry level
- Anti-social hours/working weekends
- Need to travel means you are away from family and loved ones

(4)

**Total (7)**

#### Question 4

(a) 2 marks. 1 for each of the following reasons:

- Health and safety – must expand on this to indicate dangerous nature of activity
- Potentially dangerous for primary aged children due to height etc
- Insurance company may not provide cover for this age
- Equipment eg harness may not adequately fit primary children
- Fear factor may cause children (and teachers) to become upset – could delay other users
- Parents may not give permission
- Would incur additional staffing costs
- Or any other acceptable answer

(2)

(b) 4 marks. 1 for each advantage and disadvantage.

#### Advantages:

- May provide jobs for locals in the centre
- Attract more visitors to the area and other businesses may benefit
- Help local economy/Multiplier effect
- Can be used by local people as well as tourists
- Local businesses could be potential suppliers
- Or any other acceptable answer

#### Disadvantages:

- Increased traffic (must expand on this with one of the following) causing congestion/air or noise pollution/risk of accidents
- Narrow roads may cause congestion
- Local businesses eg café may lose business
- Access restricted to part of forest
- Scenic nature of forest affected/increased noise levels may affect peace and quiet of forest
- Any one environmental damage example eg litter
- Or any other acceptable answer

(4)

(c) 2 marks. One mark for each of the following reasons:

- Cold/wet/snowy/wintry weather (do not accept bad weather)
- Short hours of daylight
- Fewer tourists visiting area (during winter months)
- Drop in income (may not justify minimal level of staffing required to keep centre operating safely)
- Or any other acceptable answer

(2)

**Total (8)**

### Question 5

(a) 2 marks. One for each of the following reasons or any other valid reason: (Accept any two locations given even if both are transport hubs or different accommodation types etc)

- Transport centres eg airports/railway stations
- In accommodation establishments
- Library
- At other tourist attractions
- Supermarkets/shops/shopping centres
- Services stations/petrol stations
- A download on the website
- Restaurant/cafes

(2)

(b) 3 marks. One for each of the following reasons or any other valid reason:  
(No mark just for saying cheap/cheaper with no explanation)

- Small size easy to carry
- Can be passed on to others
- Can be posted out with direct mail shot
- Contains lots of information
- Cost effective to produce in large numbers
- Design etc can be changed easily each year
- Can be used to target specific market
- Easily distributed at outlets, TICs, hotels etc
- Can be retained for future reference
- Can be sent to lots of different places
- 

(3)

**Total (5)**

## Question 6

(a) (i) 4 marks. One mark for each fully explained point:

**Maximum of 2 marks for simple short list of points in bold with no explanation given.**

- **Three for two offer** – incentive likely to be main reason for success of advert **(1)**
- **Bold frame** – highlights advert/draws attention to advert in the newspaper **(1)**
- **Use of larger, bold font** – attracts possible customers to special deals or reasonable prices and encourages them to book **(1)**
- **Awards** – indicate a satisfactory standard of accommodation/impressive award given by known company **(1)**
- **Description of hotel** – most romantic hotel in the UK likely to attract couples **(1)**
- **Phone number** – easy contact to book **(1)**
- **Correct choice of newspaper** – hotel likely to appeal to typical reader **(1)**

**(4)**

(ii) 2 marks. One for each of the following reasons or any other valid reason:

**(Do not accept map as an appropriate answer)**

- Photograph
- Colour
- Email address
- Name of contact person
- Website

**(2)**

(b) 2 marks. One for each of the following reasons or any other valid reason:

- It informs potential customers
- Helps to create interest
- Attracts new customers
- Retains existing customers
- Reaches target group
- Encourages customers to buy

**(2)**

**Total (8)**

## Question 7

**(a) 1 mark for the following:**

- Where account is taken of the environment and measures are made to reduce any negative impact on it by tourists **(1)**

**(b) 6 marks. 1 mark for each of the following or any valid point (must make at least one reference to each area):**

1. Bedrooms with en-suite
  - Notice asking guests to indicate if towels need washing
  - Lights that only turn on when room is occupied (smart keys)
  - Low flush toilets
  - Showers instead of baths
  - Use cleaning products that are eco-friendly
2. Kitchen and Restaurant
  - Use local produce/reduce carbon footprint by choosing produce with less air miles
  - Compost waste
  - Recycle cans, bottles (no marks for just saying recycle)
  - Use cleaning products that are eco-friendly (no marks if used above)
  - Switch off energy appliances
3. Office
  - Recycle printer cartridges/paper (no mark for just saying recycle/if used above)
  - Use of paperless office practices
  - Do not leave equipment on stand by
  - Switch off computers **(6)**

**Don't credit mention to switching off appliances or reference to recycling if these are mentioned more than once.**

**Total (7)**



## Question 8

- (a) 1 mark for each correct example (4 × 1)  
2 examples must be given for do's and a further 2 for don'ts.  
(Do not accept negative reversals)

### Body Language Do's

- Smile at appropriate times
- Incline your head to show interest
- Use appropriate hand gestures
- Have an open stance
- Maintain eye contact

### Body Language Don'ts

- Place your hands in your pockets
- Chew gum
- Fiddle with articles like pens
- Slouch your body
- Looking away indicating disinterest
- Invade personal space

Or any other appropriate answer

(4)

- (b) 1 mark each (2 × 1)

Any two from:

- The importance of first impressions
- The importance of personal presentation/neat & tidy appearance
- The need to meet and greet customers
- Recognise customer's feelings and treat them as individuals
- Meeting customers' needs and exceeding customers expectations
- Dealing effectively with complaints

(2)

- (c) (i) 1 mark for any correct point made, eg:

- It lets the attraction know what it is doing well
- It lets the attraction know what improvements need to be made

(1)

- (ii) 1 mark for any correct point made, eg:

- Word of mouth recommendations are an effective marketing tool
- Positive recommendations will encourage more visitors

(1)

**Total (8)**

### Question 9

- (a) 1 mark each up to a maximum of 4 marks (No mark for simply stating website)

Possible answers include:

- Use of website for advertising
- Use of website to allow interactive exploration of the hotel
- Use of website to make bookings
- Use of database to set up a mailing list
- Use of email to promote the hotel to potential return guests
- Free wifi
- Text messages with new offers
- Pop ups on social media pages
- Use of youtube channels
- Make/create website
- Make/create leaflets
- Generate direct mailshot letters

(4)

- (b) 1 mark for each correct example up to a maximum of 2 marks

Possible answers include:

- Research holiday destinations/accommodation/things to do/attractions/local services/climate/flight times/car rentals/exchange rates/local law... before deciding where to book
- Look up activities and attractions in their chosen area
- To find out about local transport
- Research customer feedback websites
- Look at pictures of their destination

(2)

- (c) 1 mark for each current ICT application (2 × 1), eg:

- use of hand held technology apps
- use of Facebook, twitter etc
- use of customer feedback website
- use of search engines eg Google
- Sat nav/GPS/Tom Tom/Navigator
- Fax
- Email
- Mobile phone (not landline)
- Printing off flight ticket/boarding pass
- Translator

(2)

**Don't give credit in (c) for any point already awarded marks in (b)**

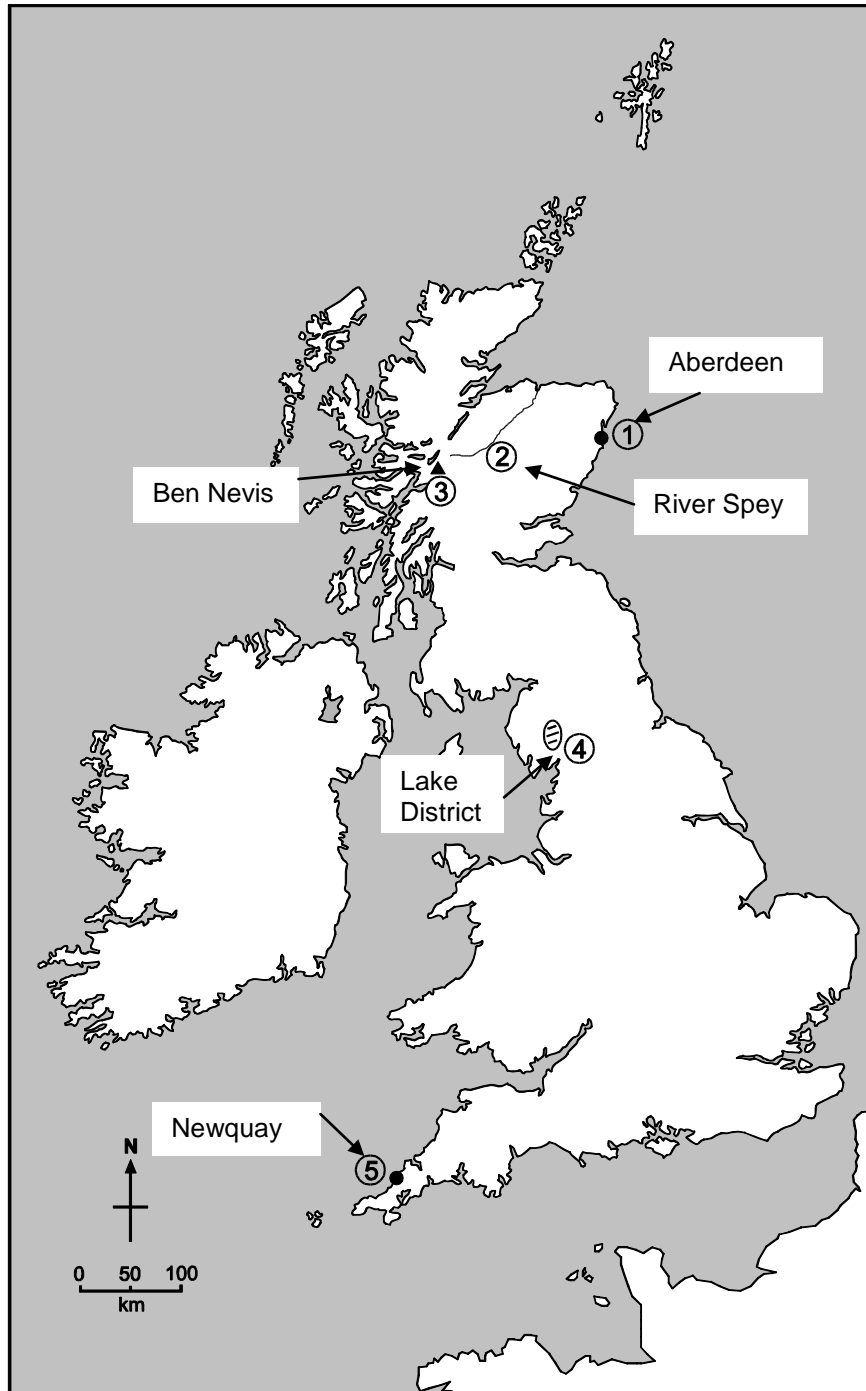
**Total (8)**

**Question 10**

**(a) 1 mark for each correct answer – 5 marks**

- |                  |                               |
|------------------|-------------------------------|
| City 1           | Aberdeen                      |
| River 2          | River Spey                    |
| Scenic Feature 3 | Ben Nevis                     |
| Scenic Area 4    | Lake District/Lake Windermere |
| Coastal Resort 5 | Newquay                       |

**(5)**

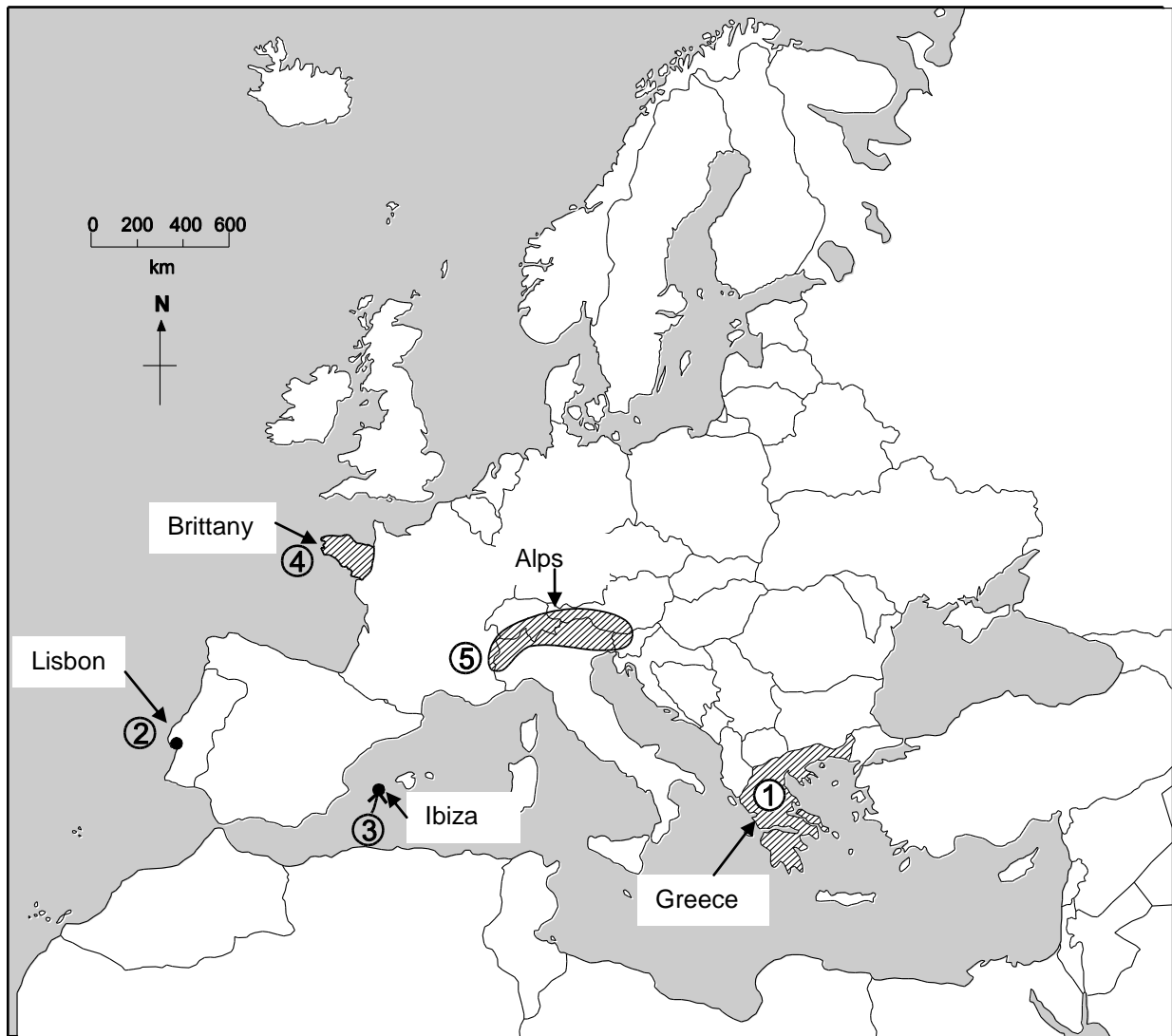


**Question 11**

**(b) 1 mark for each correct answer – 5 marks**

- |                |          |
|----------------|----------|
| Country 1      | Greece   |
| City 2         | Lisbon   |
| Island 3       | Ibiza    |
| Coastal Area 4 | Brittany |
| Scenic Area 5  | Alps     |

**(5)**



**Question 12**

**1 mark for each correct answer – 5 marks**

- |                    |              |
|--------------------|--------------|
| Island 1           | Barbados     |
| Resort 2           | Cancun       |
| City 3             | Chicago      |
| State 4            | Florida      |
| Physical Feature 5 | Grand Canyon |

**(5)**



### Question 13

1 mark for each correct piece of information given – 5 marks

Departure point from Glasgow:	Glasgow Central or Glasgow Queen Street
Arrival point in London:	London Euston or Kings Cross (If Queen St – must be Kings Cross)
Suitable accommodation type:	Youth hostel, Budget hotel or other acceptable answer
Suggestion for a suitable night out on Day 1 at a named attraction:	See a musical in the West End, named theatre, named show, Go to concert at O2 arena Chinese meal in Soho or other correct named activity/ attraction
Possible visit to a named attraction on Day 3:  (Do <u>not</u> accept the attractions already given for Day 2)	London Eye Tower Bridge Shopping at Covent Garden or any other correct named attraction

**Total (5)**

### Question 14

- (a) **Example answer for Chamonix. 1 mark for each correct piece of information:**

Recommended resort	Chamonix	(1)
Approximate flight time from Scotland	2 – 3 hours	(1)
Appropriate gateway airport	Geneva/Chambery	(1)
Suggest a visitor attraction or scenic feature which is specific to the resort	Mer de Glace Aiguille de Midi Or any other acceptable answer	(1)
A local food or drink speciality they should try	Fondue Or any other acceptable answer	(1)

Also accept correct answers for any other appropriate named winter sports resort.

- (b) **1 mark for an acceptable advantage and one mark for a disadvantage.**

#### **Advantage**

Any acceptable answers, including:

- Guaranteed snow
  - Variety of ski runs from beginner to more experienced skiers
  - Opportunity to experience another culture, try new foods, etc
- (1)

#### **Disadvantage**

Any acceptable answers, including:

- More expensive
  - Longer travelling time
  - Will be away from their family and friends over the holiday season (could also be an advantage!)
  - Unpredictability of air travel
- (1)

**Total (7)**

**Question 15**

- (a) Example answers for either Paris or Amsterdam. 1 mark for each correct piece of information:

	Paris	Amsterdam	
Flight time from Scotland	1 ½ - 2	1 ½ - 2	(1)
Arrival airport at destination	Charles de Gaulle, Orly, Beauvais	Schipol	(1)
Tourist attractions	Any appropriate, eg Louvre Eiffel Tower	Any appropriate, eg Rijksmuseum Ann Frank's House	(2)
Day trip in the surrounding area	eg Disneyland Paris	eg Bulbfields	(1)
One reason for increasing popularity of city breaks	Any appropriate eg Budget airlines have made this type of holiday more affordable		(1)

**Total (6)**

[END OF MARKING INSTRUCTIONS]