



2014 Travel and Tourism

Higher

Finalised Marking Instructions

© Scottish Qualifications Authority 2014

The information in this publication may be reproduced to support SQA qualifications only on a non-commercial basis. If it is to be used for any other purposes written permission must be obtained from SQA's NQ Assessment team.

Where the publication includes materials from sources other than SQA (secondary copyright), this material should only be reproduced for the purposes of examination or assessment. If it needs to be reproduced for any other purpose it is the centre's responsibility to obtain the necessary copyright clearance. SQA's NQ Assessment team may be able to direct you to the secondary sources.

These Marking Instructions have been prepared by Examination Teams for use by SQA Appointed Markers when marking External Course Assessments. This publication must not be reproduced for commercial or trade purposes.

Part One: General Marking Principles for Travel and Tourism Higher

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the specific Marking Instructions for each question.

- (a)** Marks for each candidate response must always be assigned in line with these general marking principles and the specific Marking Instructions for the relevant question. If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader/Principal Assessor.
- (b)** Marking should always be positive ie, marks should be awarded for what is correct and not deducted for errors or omissions.

GENERAL MARKING ADVICE Travel and Tourism Higher

The marking schemes are written to assist in determining the “minimal acceptable answer” rather than listing every possible correct and incorrect answer. The following notes are offered to support Markers in making judgements on candidates’ evidence, and apply to marking both end of unit assessments and course assessments.

Part Two: Marking Instructions for each Question

Section A

Question			Expected Answer(s)	Max Mark	Additional Guidance
			4 marks (1 mark for each correct definition – wording need not be exactly the same as below, but the meaning should be clear)		
1.	(a)	(i)	business travel; Travelling for work purposes or travel for a purpose to a destination eg conferences determined by a business, and where all costs are met by that business.	1	
1.	(a)	(ii)	conference organiser; Business/organisation arranging booking of rooms, transport, hiring of equipment, technical support.	1	
1.	(a)	(iii)	outbound tourism; is travel from the country you live in to another country.	1	
1.	(a)	(iv)	mass tourism. Traditional, large-scale tourism to popular destinations.	1	
1	(b)		<ul style="list-style-type: none"> • Grades on a basis of 1 – 5 stars. • Gives a clear idea of the standards of hospitality, service, cleanliness, and food you can expect. • Assessments are impartial and objective and conducted by the Quality and Standards team of VisitScotland. • The Gold Award recognises the highest levels of excellence. • Advisory visits help the business in terms of how it could be improved. <p>Any other valid point</p>	3	

Question			Expected Answer(s)	Max Mark	Additional Guidance
1.	(c)	(i)	Association of British Travel Agents.	1	
1.	(c)	(ii)	<ul style="list-style-type: none"> • To help its members grow their business successfully and sustainably. • To help their customers, the travelling public, have confidence in their travel experience. • Provide schemes of financial protection and a course or redress if something goes wrong. • To raise standards in the industry and by giving guidance on issues from sustainability to health and safety. • Presenting a united voice to government to ensure industry and public get a fair deal. <p>Any other valid point</p>	4	
1	(d)		<ul style="list-style-type: none"> • Use of Internet/mobile technology eg apps to book/access information from travel companies/accommodation providers. • Wi-Fi enhances the product. • With new technology rather than going through the chain the producers can be accessed directly and, on the other hand, producers can market directly to customers. • Encourages people to put in comments eg customer reviews/rating eg on Facebook. <p>4 marks 1 mark per valid description</p> <p>Mark out of 3 if no reference to producers</p>	4	

Question			Expected Answer(s)	Max Mark	Additional Guidance
2	(a)	(i)	Creative Scotland is a public sector organisation (1 mark) as it receives its funding from the government (1 mark) .	2	
2	(a)	(ii)	Creative Scotland is the national agency for the arts, screen and creative industries in Scotland. By developing the arts across the whole of Scotland, it supports the development of Cultural Tourism in Scotland.	2	
2	(a)	(iii)	<ul style="list-style-type: none"> • It invests money from the Scottish Government and the National Lottery towards the development of Scotland's creative future. • It works with local authorities and arts organisations across Scotland to promote Scotland's creativity at home and abroad. • In partnership with The List it produces the Scottish Festival Guide. • It works with national companies such as SNO, Scottish Ballet etc to develop talent. 	2	
2	(b)	(i)	Scottish Enterprise/Highlands and Islands Enterprise's role is to help Scottish tourist destination and businesses to grow.	1	
2	(b)	(ii)	<ul style="list-style-type: none"> • Provide research information on key market segments for Scottish tourism, eg golf, business tourism. • Support innovation in Scottish tourism businesses by using market information, learning from best practice, investing in the development of products and services. • Provide a range of business support opportunities eg developing leadership skills, how to gather and use feedback, international trade, collaborative working. <p>Any other valid point</p>	1	

Question			Expected Answer(s)	Max Mark	Additional Guidance
2	(c)	(i)	<p>The British Hospitality Association. (1 mark)</p> <p>The role of the British Hospitality Association is to be the effective voice of the British hospitality industry (1 mark) by ensuring the views of the industry are represented to government and policy makers (1 mark).</p> <p>2 marks 1 mark for naming organisation 1 mark for explaining the role</p>	2	
2	(c)	(ii)	<p>Membership includes:</p> <ul style="list-style-type: none"> • Restaurants. • Contract caterers. • Clubs. • Transport caterers. • Theatres, attractions. • Outside caterers. • Educational establishments. • Conference venues. • Suppliers to the industry and hotels. <p>4 examples – 2 marks 3 examples – 1 mark 1 example – 0 marks</p>	2	
2	(d)	(i)	<p>Answers can include:</p> <ul style="list-style-type: none"> • The visitor attraction sector. • The transport sector. • The travel sector. 	1	

Question			Expected Answer(s)	Max Mark	Additional Guidance
2	(d)	(ii)	<p>Examples might include:</p> <p>Visitor attraction sector: development of packages including accommodation and entry into visitor attractions; joint promotional activities; money off entry prices for visitors staying at the accommodation providers etc.</p> <p>Transport sector: building relationships with coach tour operators to provide overnight accommodation and/or stops where meals etc can be provided; sales promotions offering reduced rates for users of particular car hire companies etc.</p> <p>Travel sector: hotels working with incoming tour operators to provide accommodation, catering, events management etc for customers. Working with tour operators to develop packages eg spa breaks, city breaks etc.</p> <p>Any other valid point</p>	3	

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(a)	<ul style="list-style-type: none"> • Strengths: unique business, contacts, busy tourism area, selling both gifts and coffees/cakes, products from local artists, energy and enthusiasm. • Weaknesses: no business experience, off street location may be a challenge, no guarantee of sufficient funds, niche market, may not get enough customers. • Opportunities: get business support from Business Gateway/Scottish Enterprise; develop a reputation for good service and unusual products. • Threats: potentially lots of competition, economic recession. <p>Any other valid point</p> <p>4 marks (1 mark for each)</p>	4	
3	(b)	<p>Katie could use:</p> <ul style="list-style-type: none"> • Sales promotions eg book a class and receive free coffee or discounted lunch/buy lunch and receive free class, group discount, children get a free drink with every sale of a muffin, loyalty card (buy five coffees and get the next one free). • Events eg meet the artist, special pottery throwing displays. • PR eg drawing competitions for local children, which provide opportunities for the local press to cover the competition and write about it in the local newspaper. • Leaflets in local TIC, other local visitor attractions. • Developing a website and linking it to others such as local town or event guides. • Local newspaper/radio/social media presence eg Facebook, Twitter. • Poster in window, e-mail other businesses, especially in art community. <p>Any other valid point</p> <p>4 marks (1 mark for each method of promotion to a maximum of 2, plus one mark for each correct example – 2 marks)</p>	4	

Question			Expected Answer(s)	Max Mark	Additional Guidance
3	(c)	(i)	<p>“Place” refers to distribution (1 mark). In travel and tourism distribution is about making products accessible to potential customers (1 mark). Geographical location (1 mark).</p>	1	
3	(c)	(ii)	<p>This is achieved by choosing an accessible location (1 mark), which is on the ‘tourist trail’ and is easy for customers to access (1 mark). Distribution also involves providing points of sale away from point of service delivery (1 mark). Katie could develop a distribution network that might include: tourism information centres, (1 mark) website, (1 mark) visitor attractions, (1 mark) transport hubs (airport, railway and bus station) (1 mark).</p> <p>Any other valid point</p> <p>3 marks 1 mark per suggestion of how this element of the marketing mix can be applied</p>	3	
3	(d)	(i)	<p>Product orientation – where a business starts with a product and then goes looking for a customer who wants to buy it (1 mark). A lot of time and money spent on marketing and promotion of the product with little in return (1 mark). A lot of products unsold (1 mark). No return on initial investment (1 mark).</p> <p>2 marks (1 mark explaining product orientation, 1 mark for risk)</p>	2	

Question			Expected Answer(s)	Max Mark	Additional Guidance
3	(d)	(ii)	<p>Market orientation – where a business starts with the customer and finds out what the customer wants before developing products and services to meet these needs/wants/expectations (1 mark). They must ensure that there are enough people who want the products (ie a big enough segment of the market) to make it viable (1 mark). Market orientated businesses therefore base their decisions on sound research. This is the less risky strategy (1 mark) as if the business has ‘done its homework’ well it should be easy to achieve high level of sales (1 mark), because there are a lot of people who want the product (1 mark).</p> <p>2 marks (1 mark explaining market orientation, 1 mark for benefit)</p>	2	

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(a)	<ul style="list-style-type: none"> • Positive attitude. • Good communication skills. • Able to 'think on their feet'. • Skilled in resolving customer complaints. • Organisational skills. • Friendly manner. • Able to work under pressure. • Able to multi-task. • Flexible. <p>Any other valid point</p> <p>Reasons: These are the skills that will support the delivery of a high quality customer experience (1 mark) eg staff will be able to anticipate customer needs and respond positively (1 mark). They will be able to communicate well with customers and come up with solutions (1 mark). Staff with these qualities will be friendly and approachable (1 mark) and with their product knowledge will be able to recommend products to customers (1 mark). Even during busy times, they will be able to cope and will continue to provide a high level of service (1 mark).</p> <p>Any other valid point.</p> <p>4 marks – 1 mark per quality and reason</p>	4	
4	(b)	<ul style="list-style-type: none"> • Improved reputation. • More business through word-of-mouth. • Repeat business. • Fewer complaints. • Low staff turnover. • Staff morale. <p>Any other valid point.</p> <p>4 marks – 1 for each business benefit identified</p>	4	
4	(c)	<ul style="list-style-type: none"> • Mystery shopper. • Customer surveys. • Observation. • Suggestion box. • Staff meetings and appraisals. <p>1 mark for each correct method identified</p>	2	

Question		Expected Answer(s)	Max Mark	Additional Guidance
4	(d)	<p>Staff are likely to be:</p> <ul style="list-style-type: none"> • Less stressed. • Happier at work. • More motivated to meet and exceed customer expectations. • Increase in staff confidence. • Spend less time resolving problems. • Less need to cover staff absence. <p>Any other valid point</p> <p>2 marks – 1 mark per impact</p>	2	
4	(e)	<p>Local community – good customer service will lead to increase in visitor numbers which can create local jobs (1 mark) and boost the local economy (1 mark). It can have a positive knock-on effect to other businesses (1 mark).</p> <p>Scottish tourism industry – improved reputation/image, more businesses, increased employment nationally, more money to reinvest in the industry, continuous improvement and success.</p> <p>Any other valid point.</p> <p>Mark - 2:2, 3:1, 1:3, mention both to receive full marks</p>	4	

Section B – The Scottish Tourism Product: An Introduction

Question			Expected Answer(s)	Max Mark	Additional Guidance
5.	(a)	(i)	Beinne Eighe.	1	
5.	(a)	(ii)	Inverness.	1	
5.	(a)	(iii)	Ben Lomond.	1	
5.	(a)	(iv)	Rum.	1	
5.	(a)	(v)	Firth of Tay.	1	
5.	(b)	(i)	Isle of Lewis.	1	
5.	(b)	(ii)	Moray Firth.	1	
5.	(b)	(iii)	Loch Linnhe.	1	
5.	(b)	(iv)	Fort William.	1	
5.	(b)	(v)	River Forth.	1	
5.	(c)	(i)	Beautiful mountain landscape and glens (1 mark) . High mountains, steep slopes, rivers, lochs (1 mark) . 1 mark (2 points – 1 mark)	1	

Question			Expected Answer(s)	Max Mark	Additional Guidance
5.	(c)	(ii)	<p>Strengths: compact area with beautiful scenery, which can be viewed from the coach (1 mark). Can see a lot in one day (1 mark), eg many historical castles, battle sites and monuments in a small area (1 mark). Many “pit-stops” for refreshments (1 mark).</p> <p>Weaknesses: narrow winding roads may make sitting in a coach uncomfortable (1 mark). Roads may affect accessibility to attractions (1 mark) or cause congestion and delayed times (1 mark). Rainfall may steam up coach windows making it difficult to see out (1 mark).</p> <p>2 marks (1 mark for strength, 1 for weakness)</p>	2	
5.	(c)	(iii)	<ul style="list-style-type: none"> • Cairngorm National Park (1 mark). • Cairngorm Mountain, Braeriach, Cairn Toul, Ben Macdhui (1 mark). <p>2 marks (1 mark for National Park and 1 mark for mountain)</p>	2	
5.	(c)	(iv)	<ul style="list-style-type: none"> • Braemar Highland Games. • Gordon Castle Highland Games and Country Fair. • Aviemore Sled Dog Rally. • Kingussie Food and Film Festival. • Highland Games in Abernethy/Grantown on Spey. 	1	
5.	(c)	(v)	<ul style="list-style-type: none"> • Historic Scotland – Kildrummy Castle, Huntly Castle, Gordon Highlanders Museum, Balvennie Castel, etc. • NTS – Mar Estate/lodge, Culloden Battlefield, Brodie Castle. • Crown Estate – Balmoral. <p>2 marks (1 mark for organisation and 1 mark for property)</p>	2	

Question			Expected Answer(s)	Max Mark	Additional Guidance
6.	(a)	(i)	<p>Arran – the most southerly Scottish Island, located in the Firth of Clyde with Ayrshire to the east and Kintyre to the west.</p> <p>Orkney – located 10 kms to the north east of Scotland across the Pentland Firth in the North Atlantic Ocean.</p> <p>2 marks (1 mark per point)</p>	2	
6.	(a)	(ii)	<p>Arran – Scotland in miniature, mountains, deep glens, beaches, holiday towns, Arran produce.</p> <p>Orkney – Archipelago of islands, sites of archaeological (Neolithic) interest, nesting groups of birds, sea lochs.</p> <p>2 marks (1 mark per point)</p>	2	
6.	(a)	(iii)	<p>Arran – Ardrossan – Brodick/Cloanaig – Lochranza – Brodick Campbletown.</p> <p>Orkney – Aberdeen – Kirkwall/Scrabster – Stromness.</p> <p>2 marks (1 mark per terminal)</p>	2	

Question			Expected Answer(s)	Max Mark	Additional Guidance
6.	(a)	(iv)	<p>One festival or event attraction -</p> <p>Arran – Brodick Highland Games, Arran Folk Festival, Arran Mountain Festival, Arran Comedy Festival, McLellan Art Festival, Island Drama Festival.</p> <p>Orkney – St Magnus Festival, Orkney Storytelling Festival, The Ba, Orkney Science Festival, Orkney Folk Festival, Orkney Blues Weekend.</p> <p>1 mark</p> <p>Two visitor attractions –</p> <p>Arran – Brodick Castle, Arran Heritage Museum, Arran Distillery, Lochranza.</p> <p>Orkney – Skara Brae, St Magnus Cathedral, Scapa Flow German war boats, Italian chapel, Old Man of Hoy.</p> <p>2 marks</p> <p>A souvenir or traditional food associated with the island –</p> <p>Arran – Arran cheese, mustard, Arran Aromatics, Arran malt whisky, Arran beer.</p> <p>Orkney – oatcakes, Highland Park Whisky, Orkney cheese, beer, Orkney jewellery.</p> <p>1 mark</p>	4	

Question		Expected Answer(s)	Max Mark	Additional Guidance
6.	(b)	<p>A named natural feature – Grey Mare’s Tale, Devil’s Beef Tub, Irvine/Ayr/Turnberry/ Culzean Bay.</p> <p>A man-made visitor attraction – Burn’s Museum, Burn’s Cottage, Robert Burns House, Sweetheart Abbey, Gretna Green, Blacksmith’s Anvil, Moffat Pottery.</p> <p>A country or forest park – Galloway Forest Park, Drumlanrig Country Park, Culzean Castle and Country Park, Dean Castle and Country Park.</p> <p>A nature reserve or tourist trail – Caerlaverock National Nature Reserve, Galloway Wildlife Conservation Park, Solway Coastal Drive, Galloway Tourist Route, Galloway Kite Trail.</p> <p>8 marks as follows:</p> <ul style="list-style-type: none"> • 3 marks for 4 stops, 2 marks for 2/3 stops, 1 mark for 1 stop • 3 marks for 5 attractions, 2 marks for 4 attractions, 1 marks for 2/3 attractions • 1 mark for accurate Description of route for at least 3 days • 1 mark for Feasibility 	8	

Section C – Tourist Destinations

Question			Expected Answer(s)	Max Mark	Additional Guidance
7.	(a)	(i)	Indonesia.	1	
7.	(a)	(ii)	Vancouver.	1	
7.	(a)	(iii)	Uluru Rock/Ayers Rock/Olgas.	1	
7.	(a)	(iv)	Tasmania.	1	
7.	(a)	(v)	Adriatic.	1	
7.	(b)	(i)	Crete	1	
7.	(b)	(ii)	Red Sea	1	
7.	(b)	(iii)	Egypt	1	
7.	(b)	(iv)	Johannesburg	1	
7.	(b)	(v)	River Rhone	1	
7.	(c)	(i)	Brazil/Argentina.	1	
7.	(c)	(ii)	Nepal/China.	1	
7.	(c)	(iii)	Greece.	1	
7.	(c)	(iv)	USA/Canada.	1	
7.	(d)	(i)	Kenya – Nairobi. Peru – Lima.	1	
7.	(d)	(ii)	Kenya – UTC + 3 hours. Peru – UTC – 5 hours.	1	

Question			Expected Answer(s)	Max Mark	Additional Guidance
7.	(d)	(iii)	<p>Kenya – Mount Kenya, Maasai Mara/Lake Nakuru/Tsavo National Park/Lake Turkana.</p> <p>Peru – Andes, Amazon rainforest, Lake Titicaca, Desert Coast, Huascarán National Park, Colca Canyon.</p>	1	
7.	(d)	(iv)	<p>Kenya – shilling. Peru – nuevo sol.</p>	1	
8.	(a)	(i)	<p>Japan – located in eastern Asia to the east of China. The Sea of Japan separates Japan from mainland Asia/China and the Pacific Ocean is to the east.</p> <p>Brazil – in South America, bordered by several countries, straddles the equator with the Atlantic Ocean to the east and Andes to the west.</p> <p>Australia – straddles the Tropic of Capricorn with the Indian Ocean to the west and the Pacific Ocean to the east. To the south-east of Asia and the north-west of New Zealand.</p> <p>1 mark (2 points - 1 mark)</p>	1	
8.	(a)	(ii)	<p>Japan – culture totally different from western culture, modern cities, high tech, mountainous country.</p> <p>Brazil – varied landscape from rainforest in the north, thorny scrub in the east, pine forest and grassland in the south, savanna in the centre. Large cities eg Rio de Janeiro and long sandy beaches, Carnivals.</p> <p>Australia – outdoor activities, weather, long sandy beaches, coral reefs, deserts, unique wildlife, wilderness.</p> <p>2 marks (do not accept list of attractions)</p>	2	

Question			Expected Answer(s)	Max Mark	Additional Guidance
8.	(a)	(iii)	<p>Japan – Tokyo or similar, 12 hours +/- 1 hour.</p> <p>Brazil – Rio or similar 12 hours +/- 1 hour.</p> <p>Australia – Sydney or similar 21-24 hours.</p> <p>2 marks (1 mark per point)</p>	2	
8.	(a)	(iv)	<ul style="list-style-type: none"> • two outdoor/sporting activities, for each name a location <p>Japan – Sapporo Ice Festival, Winter sports in Hokkaido.</p> <p>Brazil – Olympic Games in Rio, World Cup</p> <p>Australia – Bondi Beach surfing, Great Barrier Reef, sub-aqua, Perth sailing etc.</p> <p>2 marks</p> <ul style="list-style-type: none"> • one festival or event attraction <p>Japan – tea ceremonies, cherry blossom ceremonies.</p> <p>Brazil – carnival in Rio, Olympic Games, Football World Cup.</p> <p>Australia – New Year’s celebrations Sydney, Sydney Mardi Gras, Americas Cup – Perth.</p> <p>1 mark</p> <ul style="list-style-type: none"> • two visitor attractions either natural or man-made. <p>Japan – bullet trains, Mount Fujiyama, hot springs, temples.</p> <p>Brazil – Christ the Redeemer, River Amazon, Iguacu Falls.</p> <p>Australia – Uluru, Rainforest, Great Barrier Reef, Sydney Harbour Bridge, Opera House etc.</p> <p>2 marks</p>	5	

Question			Expected Answer(s)	Max Mark	Additional Guidance
8.	(a)	(v)	<p>Japan – martial arts, sumo wrestling, tea ceremonies.</p> <p>Brazil – football, Samba dance.</p> <p>Australia – Aboriginal arts, sporting culture.</p> <p>1 mark</p>	1	
8.	(a)	(vi)	<p>Japan – origami, calligraphy, kimono, Japanese swords.</p> <p>Brazil – Amazonian golden grass jewellery.</p> <p>Australia – boomerang, didgeridoo, opal jewellery.</p> <p>1 mark</p>	1	
8.	(a)	(vii)	<p>Deep vein thrombosis, sunburn/sunstroke, dangerous insects or animal relevant to the country.</p> <p>Any other valid point.</p>	1	
8.	(b)	(i)	<p>New York – north eastern seaboard, Atlantic Ocean to the east, North of Washington.</p> <p>San Francisco – west coast of USA, north of LA, Pacific Ocean to the west.</p> <p>Las Vegas – east of San Francisco, in Nevada Desert, Rockies to the east.</p> <p>2 marks (1 mark for each correct point)</p>	2	
8.	(b)	(ii)	<p>New York – Statue of Liberty, Empire State Building, Top of the Rock.</p> <p>San Francisco – Alcatraz Island, Pier 39, Golden Gate Bridge.</p> <p>Las Vegas – Casinos eg Bellagio, Las Vegas Strip, Nevada Desert, Grand Canyon, Hoover Dam.</p> <p>2 marks (1 mark for each correct point)</p>	2	

Question			Expected Answer(s)	Max Mark	Additional Guidance
8.	(b)	(iii)	<p>New York – 7 hours.</p> <p>San Francisco – 11 hours.</p> <p>Las Vegas – 10 hours.</p> <p>+/- 1 hour for each destination.</p>	1	

[END OF MARKING INSTRUCTIONS]