



2014 Travel and Tourism

Intermediate 2

Finalised Marking Instructions

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Part One: General Marking Principles for Travel and Tourism Intermediate 2

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 Intermediate 2

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

Question			Expected Answer(s)	Max Mark	Additional Guidance
1	(a)	(i)	Jill returned home at the end of the day/she did not stay overnight. 1 mark for correct explanation.	1	
1	(a)	(ii)	Excursionist/day tripper/leisure day visitor 1 mark for correct answer.	1	
1	(b)	(i)	Accommodation and Travel 1 mark for identifying the two main components.	1	
1	(b)	(ii)	<ul style="list-style-type: none"> • Meals/food • Drinks • Transfers • Excursions • Theme Park Tickets • Kids Club • Or any other relevant answer 2 marks. 1 mark for any correct answer.	2	
1	(b)	(iii)	<ul style="list-style-type: none"> • Saves time for customer • Tour operator will give advice on suitable holiday • The tour operator has a responsibility/duty of care to the customer if they experience problems during their holiday • Compensation may be able to be claimed if the holiday is substandard • Service of a tour rep • Ease of booking • Or any other relevant answer 2 marks. 1 mark for any correct reason.	2	

(7)

Question			Expected Answer(s)	Max Mark	Additional Guidance
2	(a)	(i)	<ul style="list-style-type: none"> Scheduled flights will run even if not full/chartered flights generally only fly if full Scheduled flights fly between cities/chartered flights generally fly to holiday destinations Scheduled flights provide a service to everyone/chartered flights are generally for holiday makers Scheduled flights may have different classes eg business/chartered flights are usually one class Meals and drinks are included in the cost of scheduled flights/the cost of meals and drinks is not included in the cost of most chartered flights <p>2 marks. 1 mark for each correct difference.</p>	2	
2	(a)	(ii)	<ul style="list-style-type: none"> British Airways Virgin KLM Any other relevant answer <p>1 mark for a correct answer.</p>	1	
2	(b)	(i)	Accommodation and catering	1	
2	(b)	(ii)	It is of high standard/good quality	1	
			<p>1 mark for correct answer.</p> <p>Do not accept 4 stars as an answer unless explained fully.</p>		
2	(b)	(iii)	<ul style="list-style-type: none"> TICs Banks Bureau de Change Post Offices Visitor attractions Transport providers Any other relevant answer <p>2 marks. 1 mark for each correct answer.</p>	2	

(7)

Question		Expected Answer(s)	Max Mark	Additional Guidance
3	(a)	<ul style="list-style-type: none"> • Introduced the hotel voucher • Provided trips for the working classes/trip to Great Exhibition • Introduced the circular note • Introduced all-inclusive trips/package holiday • Organised the first trips to the USA/Egypt • Any other relevant answer <p>2 marks. 1 mark for each correct reason.</p>	2	
3	(b)	<ul style="list-style-type: none"> • Veterans wished to revisit sites of battle • Desire to travel as a result of watching newsreel footage of foreign places • Desire to travel stimulated by listening to returning veterans • Any other relevant answer <p>2 marks. 1 mark for each correct example.</p>	2	

(4)

Question			Expected Answer(s)	Max Mark	Additional Guidance
4	(a)	(i)	<ul style="list-style-type: none"> Cheaper chartered flights enabled working people to travel abroad Higher disposable income/increase in earnings Package holidays became widely available Government cut the foreign travel allowance encouraging the growth of package holidays Larger aircraft were used for charter flights cutting the cost of seats Any other relevant answer <p>2 marks. 1 mark for each correct reason.</p>	2	
4	(a)	(ii)	<p>A resort that can cater for large numbers of visitors</p> <p>1 mark for correct answer.</p>	1	
4	(a)	(iii)	<ul style="list-style-type: none"> Benidorm Torremolinos Magaluf Any other correct example <p>1 mark for correct example.</p>	1	
4	(b)		<p>Domestic:</p> <ul style="list-style-type: none"> Activity holidays More domestic tourists holidaying in UK/ staycation City breaks Eco tourism/green tourism Festivals Camping and caravanning Any other relevant answer <p>Outbound:</p> <ul style="list-style-type: none"> Activity holidays/adventure holiday Long haul flights Eco tourism/green tourism Several holidays per year City breaks Cruising Any other relevant answer <p>4 marks. 1 mark for each correct answer.</p> <p>Do not credit the same trends for both domestic and outbound.</p>	4	

(8)

Question		Expected Answer(s)	Max Mark	Additional Guidance
5	(a)	<p>Economic Advantage</p> <ul style="list-style-type: none"> • Jobs for local people • Local farmers and fishermen will have a larger market for produce • Earnings will be spent in local economy • Multiplier effect <p>Economic Disadvantage</p> <ul style="list-style-type: none"> • Lower paid jobs given to local workers • Tourists are encouraged to stay in the resort and do not spend money in local economy <p>Cultural Advantage</p> <ul style="list-style-type: none"> • Local culture is showcased to tourists eg music, food etc increasing its popularity • Local traditions may be encouraged due to interest • Local sense of pride in their traditions <p>Cultural Disadvantage</p> <ul style="list-style-type: none"> • Local culture may be diluted eg restaurants serve other cuisines • Local people may lose their own traditions • Any other relevant answers <p>4 marks. 1 mark for each advantage or disadvantage.</p>	4	
5	(b)	<ul style="list-style-type: none"> • Low flush toilets to reduce water use • Low energy light bulbs to reduce electricity use • Solar panels reduces carbon emissions • Use local produce to reduce airmiles • Accept any recycling method • Educate visitors eg regarding possible damage to coral reef • Limit water activities such as water skiing to reduce impact on beach/wildlife • Any other relevant measure <p>4 marks. 1 mark for each different method.</p>	4	

(8)

Question	Expected Answer(s)	Max Mark	Additional Guidance
6 (a)	<p>Attention</p> <ul style="list-style-type: none"> • Colour photographs • Bold, clear font • Scottish Tourism badge • Banner – Kids go Free! • Photo of Ian Rankine • Winner of best visitor attraction <p>Interest</p> <ul style="list-style-type: none"> • Photographs showing what you can do at the museum/backing up the text • Short, but informative writing • List of events throughout the year • Self-guided tours available • Guided tours available • Range of facilities listed <p>Desire</p> <ul style="list-style-type: none"> • Speaks directly to the visitor eg “your experience” • Shows photographs of people who they are targeting eg families • Offers discounts that may be available • Combination of points above for interest and attention <p>Action</p> <ul style="list-style-type: none"> • Gives contact details – phone, e-mail • Website • Map and travelling information • Opening times • SATNAV code • Social media <ul style="list-style-type: none"> • Any other relevant answers <p>4 marks. 1 mark for each factor. Must refer to all 4 for full marks.</p>	4	

Question			Expected Answer(s)	Max Mark	Additional Guidance
6	(b)	(i)	<ul style="list-style-type: none"> • Family pass available • Child price • Kids go Free banner on front cover • Photos of children • Outdoor play and picnic area <p>2 marks. 1 mark for each correct example.</p>	2	
6	(b)	(ii)	<ul style="list-style-type: none"> • Corporate clients • Education groups • Weddings • Special Interest Groups • Any other relevant answer <p>2 marks. 1 mark for each correct consumer group.</p>	2	

(8)

Question			Expected Answer(s)	Max Mark	Additional Guidance
7	(a)	(i)	<ul style="list-style-type: none"> • Other attractions • Bus stations • Train stations • Airports • Service stations • Local libraries • TICs • Accommodation providers • Any other relevant answer <p>2 marks. 1 mark for each correct location</p>	2	
7	(a)	(ii)	<ul style="list-style-type: none"> • Large amount of information for size of leaflet • Small size easy to carry • Can be passed on to others • Can be posted out with a direct mail shot • Cost effective to produce in large numbers • Design can be changed easily each year • Can be used to target specific market • Easily distributed at outlets eg TICs • Can be kept for future reference • Any other relevant answer <p>3 marks. 1 mark for each correct reason.</p>	3	
7	(a)	(iii)	<ul style="list-style-type: none"> • Cost may discourage visitors • Quickly becomes out of date • Prices change each year • Costly to replace • Any other relevant answer <p>1 mark for a correct reason.</p>	1	

Question			Expected Answer(s)	Max Mark	Additional Guidance
7	(b)	(i)	<p>Incoming tourists</p> <ul style="list-style-type: none"> • National Mining Museum website • VisitScotland website • Advert in a local or national newspaper • Advert in a specialist magazine • Put up posters at transport termini / TIC's etc • Any other relevant answer 	2	
7	(b)	(ii)	<p>Domestic tourists and daytrippers</p> <ul style="list-style-type: none"> • Adverts in local papers • Adverts on local radio • Mailshot • Social media websites • National Mining Museum website • Any other relevant answer <p>2 marks. 1 mark for each correct alternative method.</p> <p>Must give different method for each group. Do not accept the word advert on its own.</p>		

(8)

Question		Expected Answer(s)	Max Mark	Additional Guidance
8	(a)	<ul style="list-style-type: none"> • Opportunity to sort out problems • To make sure they get it right next time • May help retain customer's loyalty • Any other relevant answer <p>2 marks. 1 mark for each correct suggestion.</p>	2	
8	(b)	<ul style="list-style-type: none"> • Listen to customer • Empathise with the customer • Ask questions • Agree a solution / Offer a discount • Carry out follow-up action • Any other relevant answer <p>3 marks. 1 mark for each correct suggestion.</p>	3	

(5)

Question		Expected Answer(s)	Max Mark	Additional Guidance									
9	(a)	<ul style="list-style-type: none"> • Video and images on website • TV screens in branch showing destinations • Send DVD to clients to watch at home • Mobile phone APPS • E-brochures available to download • Any other relevant answer <p>3 marks. 1 mark for each correct suggestion.</p>	3										
9	(b)	<table border="1"> <thead> <tr> <th>Organisation</th> <th>IT</th> <th>Description of use</th> </tr> </thead> <tbody> <tr> <td>A visitor attraction</td> <td>Audio hand-set</td> <td> <ul style="list-style-type: none"> • provides guided information about the attraction • commentaries can be available in a range of languages • any other relevant answer </td> </tr> <tr> <td>A city-centre hotel</td> <td>Website</td> <td> <ul style="list-style-type: none"> • can be used to showcase photographs and virtual tours • offer reservation service • any other relevant answer </td> </tr> </tbody> </table> <p>4 marks. Example of IT (2 × 1 mark) and description (2 × 1 mark).</p> <p>Two different examples/descriptions must be given for full marks.</p>	Organisation	IT	Description of use	A visitor attraction	Audio hand-set	<ul style="list-style-type: none"> • provides guided information about the attraction • commentaries can be available in a range of languages • any other relevant answer 	A city-centre hotel	Website	<ul style="list-style-type: none"> • can be used to showcase photographs and virtual tours • offer reservation service • any other relevant answer 	4	
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(7)

Question		Expected Answer(s)			Max Mark	Additional Guidance
10	(a)	City	Paris	Amsterdam	Barcelona	Rome
		Flight Duration	1.5 – 2 hrs	1.5 – 2 hrs	2 – 3 hrs	2.5 – 3.5 hrs
		Gateway	CDG, Orly, Beauvais	Schiphol	Barcelona International (Accept El Prat), Gerona, Reus	Fiumicino/ Leonardo da Vinci, Ciampino
		Indoor attraction	Any relevant attraction – Louvre, Pompidou Centre, Notre Dame Cathedral etc	Any relevant attraction – Rijksmuseum, Van Gogh Museum, Anne Frank House etc	Any relevant attraction – Picasso Museum, Sagrada Familia, Barcelona FC Museum etc	Any relevant attraction – St Peter’s Basilica, Sistine Chapel, Villa Borghese etc
		Food or drink	Any relevant answer – Croissants, Escargot, Beaujolais, Champagne etc	Any relevant answer – Gouda, Edam, Volkonrenbrood bread, Heineken etc	Any relevant answer – Paella, Chorizo, Butifarra, Patatas Bravas, Rioja, Cava etc	Any relevant answer – Lasagne, Bruscheta, Espresso, Cappuccino etc
4 marks. No mark for choice of destination then 1 mark for each correct answer.					4	
10	(b)	<p>Customers</p> <ul style="list-style-type: none"> • They have a pleasant experience • They feel they received value for money • They feel they were respected as an individual • Any problems they have are sorted out quickly • Any other relevant answer <p>Organisation</p> <ul style="list-style-type: none"> • It encourages repeat business • Generates word of mouth referrals • Helps them to keep ahead of competitors • Means they will have fewer complaints to deal with • Creative a positive working environment for staff • Any other relevant answer. <p>4 marks. 1 mark for each suggestion.</p> <p>For full marks candidates must refer to customers and organisation. Maximum 3 marks if only one is mentioned.</p>			4	

(8)

Question		Expected Answer(s)	Max Mark	Additional Guidance
11		Coastal Resort 1 Oban River 2 Thames Coastal Resort 3 Blackpool Scenic Area 4 Peak District City 5 York 5 marks. 1 for each correct answer.	5	

(5)

Question	Expected Answer(s)	Max Mark	Additional Guidance															
12	<table border="1" data-bbox="341 237 1460 481"> <thead> <tr> <th data-bbox="341 237 435 338"></th> <th data-bbox="440 237 756 338">Destination Name</th> <th data-bbox="761 237 1460 338">Destination Type (City break, winter sun, summer sun, scenic, winter sport)</th> </tr> </thead> <tbody> <tr> <td data-bbox="341 344 435 376">1</td> <td data-bbox="440 344 756 376">Switzerland</td> <td data-bbox="761 344 1460 376">Scenic/Winter Sport</td> </tr> <tr> <td data-bbox="341 383 435 414">2</td> <td data-bbox="440 383 756 414">Cyprus</td> <td data-bbox="761 383 1460 414">Summer Sun/Winter Sun</td> </tr> <tr> <td data-bbox="341 421 435 452">3</td> <td data-bbox="440 421 756 452">Prague</td> <td data-bbox="761 421 1460 452">City Break</td> </tr> <tr> <td data-bbox="341 459 435 490">4</td> <td data-bbox="440 459 756 490">Canary Islands</td> <td data-bbox="761 459 1460 490">Summer Sun/Winter Sun</td> </tr> </tbody> </table> <p data-bbox="316 510 900 542">8 marks. 1 mark for each correct answer.</p> <p data-bbox="316 577 911 712">Where candidate has entered the wrong destination but entered the correct destination type, they can still be awarded 1 mark for each correct destination type.</p>		Destination Name	Destination Type (City break, winter sun, summer sun, scenic, winter sport)	1	Switzerland	Scenic/Winter Sport	2	Cyprus	Summer Sun/Winter Sun	3	Prague	City Break	4	Canary Islands	Summer Sun/Winter Sun	8	
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2	Cyprus	Summer Sun/Winter Sun																
3	Prague	City Break																
4	Canary Islands	Summer Sun/Winter Sun																

(8)

Question			Expected Answer(s)	Max Mark	Additional Guidance
13			Island 1 Dominican Republic City 2 New York Scenic Area 3 Rocky Mountains 3 marks. 1 for each correct answer.	3	

(3)

Question		Expected Answer(s)	Max Mark	Additional Guidance												
14	(a)	Coastal Scenic Blackpool Lake District No mark for naming destination. 1 mark for correctly stating if named destination is coastal or scenic.	1													
14	(b)	<table border="1" data-bbox="341 622 1120 1167"> <tr> <td>Destination</td> <td>Blackpool</td> <td>Lake District</td> </tr> <tr> <td>Destination Type</td> <td>Coastal</td> <td>Scenic</td> </tr> <tr> <td>Activities</td> <td>Gokarting Fishing/Angling Ten Pin Bowling Golfing Any other relevant answer</td> <td>Hillwalking Climbing Mountain Biking Sailing Any other relevant answer</td> </tr> <tr> <td>Attractions</td> <td>Illuminations Pleasure Beach Blackpool Tower North Pier Any other relevant answer</td> <td>Beatrix Potter Dove Cottage Lake Windermere Brockhole Visitor Centre Any other relevant answer</td> </tr> </table> <p>4 marks. 1 mark for each correct activity and correct attraction.</p> <p>Where candidate has given the wrong destination, but correct activities and attractions mark as follows:</p> <p>1 correct activity / attraction = 0 marks 2-3 correct activities / attractions = 1 mark 4 correct activities / attractions = 2 marks</p>	Destination	Blackpool	Lake District	Destination Type	Coastal	Scenic	Activities	Gokarting Fishing/Angling Ten Pin Bowling Golfing Any other relevant answer	Hillwalking Climbing Mountain Biking Sailing Any other relevant answer	Attractions	Illuminations Pleasure Beach Blackpool Tower North Pier Any other relevant answer	Beatrix Potter Dove Cottage Lake Windermere Brockhole Visitor Centre Any other relevant answer	4	
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(5)

Question		Expected Answer(s)	Max Mark	Additional Guidance
15		Day One Edinburgh Waverley, Glasgow Central or Queen Street	1	
		London King's Cross or Euston	1	
		Journey Time – 4 – 5.5 hours	1	
		Day Two West End or named theatre/show	1	
		Day Three Oxford Street, Regent Street or any other named shopping street. Harrods or any other named store. Any named museum.	1	
		5 marks. 1 mark for each correct answer.		

(5)

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16	<table border="1" data-bbox="336 315 1078 999"> <thead> <tr> <th></th> <th>Florida</th> <th>Jamaica</th> </tr> </thead> <tbody> <tr> <td>Flight Duration</td> <td>7-9 hours</td> <td>9-12 hours</td> </tr> <tr> <td>Name of a beach resort</td> <td>Clearwater Miami</td> <td>Montego Bay Ocho Rios</td> </tr> <tr> <td>Local craft/ souvenir to take home</td> <td>Disney memorabilia Shark tooth jewellery Shell ornaments Orange blossom perfume</td> <td>Cuban Cigars Jamaican jewellery Straw hats Rastafarian memorabilia</td> </tr> <tr> <td>One named tourist attraction</td> <td>Florida Keys Walt Disney World Universal Studios Busch Gardens Cape Canaveral</td> <td>Dunns River Falls Rick's cafe Rose Hall Bob Marley's house Historic Plantation houses</td> </tr> </tbody> </table> <p data-bbox="316 1032 871 1066">Any other relevant answers for each point.</p> <p data-bbox="316 1099 916 1167">4 marks. No marks for naming destination then 1 mark for each correct answer.</p> <p data-bbox="316 1200 904 1301">Where candidate has given a wrong destination, but gives correct answers for their chosen destination mark as follows:</p> <p data-bbox="316 1335 858 1368">1 correct activity / attraction = 0 marks</p> <p data-bbox="316 1368 911 1402">2-3 correct activities / attractions = 1 mark</p> <p data-bbox="316 1402 900 1435">4 correct activities / attractions = 2 marks</p>		Florida	Jamaica	Flight Duration	7-9 hours	9-12 hours	Name of a beach resort	Clearwater Miami	Montego Bay Ocho Rios	Local craft/ souvenir to take home	Disney memorabilia Shark tooth jewellery Shell ornaments Orange blossom perfume	Cuban Cigars Jamaican jewellery Straw hats Rastafarian memorabilia	One named tourist attraction	Florida Keys Walt Disney World Universal Studios Busch Gardens Cape Canaveral	Dunns River Falls Rick's cafe Rose Hall Bob Marley's house Historic Plantation houses	4	
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(4)

[END OF MARKING INSTRUCTIONS]