



**2015 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)	<ul style="list-style-type: none"> <li>• They are away from home or place of work</li> <li>• The trip is short-term or temporary</li> <li>• The purpose of the trip is sporting/leisure</li> </ul> <p><b>3 marks. 1 mark for each of 3 reasons.</b></p>	<b>3</b>	
		(ii)	<p>A person(s) who is on a tourist trip within their own country</p> <p><b>1 mark.</b></p>	<b>1</b>	
	(b)		<p>Outbound/Leisure/International</p> <p><b>1 mark.</b></p>	<b>1</b>	
		(ii)	<ul style="list-style-type: none"> <li>• Pay extra for checked luggage</li> <li>• Pay extra for food and drink</li> <li>• Service is not as good</li> <li>• Need to book well in advance to get lower fares</li> <li>• Have to print off your own ticket</li> <li>• Might not be able to book seat</li> <li>• Tourists flying together may not be seated together</li> <li>• Arrival airport may be some distance from destination causing inconvenience</li> <li>• Arrival airport may be some distance from destination incurring additional cost</li> </ul> <p><b>2 marks. 1 mark for each of 2 disadvantages. Or any other relevant answer.</b></p>	<b>2</b>	

Question		Expected Answer(s)	Max Mark	Additional Guidance	
2.	(a)	<ul style="list-style-type: none"> <li>• Travel Insurance</li> <li>• Car Rental</li> <li>• Airport car parking</li> <li>• Entry tickets for attractions</li> <li>• Tickets for tours/excursions/day trips</li> <li>• Foreign Exchange</li> <li>• Advice on visas, passports and on the resort's attractions.</li> </ul> <p><b>2 marks. 1 mark for each correct example. Any other relevant answer.</b></p>	2		
	(b)	(i)	<p>Transport to and from the arrival point to a person's accommodation</p> <p><b>1 mark.</b></p>	1	
		(ii)	<ul style="list-style-type: none"> <li>• Saves time</li> <li>• Peace of mind/less aggravation/less trouble</li> <li>• Safer at certain destinations</li> <li>• Money paid in advance</li> <li>• Reliability</li> <li>• May be cheaper to book in advance</li> </ul> <p><b>2 marks. 1 mark for each correct example. Or any other relevant answer.</b></p>	2	
	(c)		<ul style="list-style-type: none"> <li>• Thomas Cook</li> <li>• First Choice</li> <li>• Thomsons</li> <li>• Barrhead Travel</li> </ul> <p><b>1 mark. Or any other relevant answer.</b></p>	1	

Question			Expected Answer(s)	Max Mark	Additional Guidance
3.	(a)	(i)	<ul style="list-style-type: none"> <li>• People could travel abroad much easier</li> <li>• Advances in aircraft technology</li> <li>• Cheap flights to Mediterranean resorts</li> <li>• Growth of mass market resorts/large resorts able to cater for many tourists</li> <li>• Mediterranean resorts provided cheap holiday destinations</li> <li>• Mediterranean resorts provide more reliable holiday weather/British weather more unpredictable</li> <li>• Growth of package holidays</li> <li>• Greater disposable income</li> <li>• Interest created by media in overseas destinations</li> </ul> <p><b>2 marks. 1 mark for each correct reason. Or any other relevant answer.</b></p>	2	
		(ii)	<ul style="list-style-type: none"> <li>• Ayr</li> <li>• Stonehaven</li> <li>• Blackpool</li> <li>• Scarborough</li> <li>• Brighton</li> <li>• Newquay</li> <li>• St Annes</li> <li>• Great Yarmouth</li> </ul> <p><b>1 mark. Or any other relevant answer.</b></p>	1	
	(b)	(i)	<ul style="list-style-type: none"> <li>• Tarmacadam</li> <li>• Steam trains/railways</li> <li>• Steamships</li> </ul>		
		(ii)	<ul style="list-style-type: none"> <li>• Motor car</li> <li>• Charabancs</li> <li>• Aeroplane</li> <li>• Internet</li> </ul> <p><b>2 marks. 1 mark for each correct answer. Or any other relevant answer.</b></p>	2	

Question		Expected Answer(s)	Max Mark	Additional Guidance
3.	(c)	<p><b>Domestic:</b></p> <ul style="list-style-type: none"> <li>• Activity holidays</li> <li>• More domestic tourists holidaying in UK/staycation</li> <li>• City Breaks</li> <li>• Eco tourism/green tourism</li> <li>• Festivals</li> <li>• Camping and caravanning</li> <li>• Glamping</li> <li>• Spa breaks</li> <li>• Internet bookings</li> </ul> <p><b>2 marks. 1 mark for each correct answer. Or any other relevant answer.</b></p>	2	

Question		Expected Answer(s)	Max Mark	Additional Guidance									
4.	(a)	<table border="1"> <thead> <tr> <th>Provider</th> <th>Sector (Private, Public or Voluntary)</th> <th>Employment Opportunity</th> </tr> </thead> <tbody> <tr> <td>Historic Scotland</td> <td>Public</td> <td>Gardener Stonemason Tour Guide Education Officer Catering staff Security staff Cleaning staff</td> </tr> <tr> <td>Easyjet</td> <td>Private</td> <td>Pilot Cabin crew Check in Ground staff etc</td> </tr> </tbody> </table> <p><b>4 marks. 1 mark for each correct answer. Or any other relevant answer.</b></p>	Provider	Sector (Private, Public or Voluntary)	Employment Opportunity	Historic Scotland	Public	Gardener Stonemason Tour Guide Education Officer Catering staff Security staff Cleaning staff	Easyjet	Private	Pilot Cabin crew Check in Ground staff etc	4	
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	(b)	<ul style="list-style-type: none"> <li>• Entrance Fees/Ticket sales</li> <li>• Donations</li> <li>• Bequests</li> <li>• Membership Subscriptions</li> <li>• Grants from local Government/National Government</li> <li>• Sale of products in shop/Café etc</li> <li>• Events/fundraising</li> </ul> <p><b>1 mark. Or any other relevant answer.</b></p>	1										

Question			Expected Answer(s)	Max Mark	Additional Guidance
5.	(a)	(i)	<p><b>Economic Advantage:</b></p> <ul style="list-style-type: none"> <li>• Tourists spend money in the local economy/shops, restaurants etc</li> <li>• Employment for locals</li> <li>• Local farmers + fishermen can sell produce/catch to local restaurants etc</li> <li>• Improvements to infrastructure benefits local business</li> </ul> <p><b>Economic Disadvantage:</b></p> <ul style="list-style-type: none"> <li>• Work is seasonal</li> <li>• Tend to be low paid jobs in tourism</li> <li>• Money generated may go to foreign hotel chains</li> <li>• House prices risen due to 2<sup>nd</sup> home buying</li> </ul> <p><b>1 mark for each advantage and disadvantage given. Only 1 mark per advantage/disadvantage. Any other relevant point.</b></p>	2	
		(ii)	<p><b>Social Advantage</b></p> <ul style="list-style-type: none"> <li>• Local people can learn to speak a foreign language</li> <li>• Local people have access to facilities provided for tourists</li> <li>• Local people get to meet a wide range of people</li> <li>• Local people experience different cultures</li> </ul> <p><b>Social Disadvantage</b></p> <ul style="list-style-type: none"> <li>• Anti-social behaviour/drunkenness/street violence</li> <li>• High noise levels</li> <li>• Petty crime eg pickpockets in popular tourists areas</li> <li>• Conflict between tourists and locals going about their daily business in busy, crowded areas</li> <li>• Changing family structures as younger family members attracted to employment in resorts/dilution of traditional culture, growing apart from family</li> </ul> <p><b>1 mark for each advantage and disadvantage given. Only 1 mark per advantage/disadvantage. Any other relevant point.</b></p>	2	



Question		Expected Answer(s)	Max Mark	Additional Guidance
5.	(b)	<ul style="list-style-type: none"> <li>• Visual pollution/unsightly buildings</li> <li>• Littering</li> <li>• Water pollution eg sewage, rubbish</li> <li>• Damage or disturbance to wildlife habitats eg motor boats</li> <li>• Air pollution from increase in traffic/airplanes</li> <li>• Noise pollution from nightclubs/scooters etc</li> </ul> <p><b>Do NOT accept pollution on its own 2 marks. 1 mark for each example. Or any other relevant answer.</b></p>	2	

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	(b)	<ul style="list-style-type: none"> <li>• Use of showers rather than baths</li> <li>• Solar panels on roof</li> <li>• Motion sensitive lights in suitable areas</li> <li>• Signage to encourage visitors to reuse towels</li> <li>• Taps in public toilet areas that switch off</li> </ul> <p><b>2 marks. 1 mark for each correct answer. Any other relevant answer.</b></p>	2											

Question		Expected Answer(s)	Max Mark	Additional Guidance
7.	(a)	<p><b>Families:</b></p> <ul style="list-style-type: none"> <li>• Family discount</li> <li>• Activities aimed at children of a variety of ages</li> <li>• Fun obstacle course for kids quads</li> <li>• Birthday parties available</li> </ul> <p><b>Business:</b></p> <ul style="list-style-type: none"> <li>• Bespoke package to suit requirements of client</li> <li>• Team building challenges</li> <li>• Refreshments and food included in price</li> <li>• Group discount</li> </ul> <p><b>4 marks. 1 mark for each correct answer. Mark 2:2 or 1:3/3:1</b></p>	4	
	(b)	(i) <ul style="list-style-type: none"> <li>• Colour photographs showing activities</li> <li>• Brief, but informative information regarding activities</li> <li>• Group discounts</li> <li>• Quote from satisfied customer</li> <li>• Five star rating on front cover</li> </ul> <p><b>1 mark for each correct answer.</b></p>		
		(ii) <ul style="list-style-type: none"> <li>• Contact details given eg telephone number/e-mail</li> <li>• Shows directions for people to get there</li> <li>• Website for online information</li> <li>• Map showing location</li> <li>• Advance booking suggested</li> </ul> <p><b>1 mark for each correct answer.</b></p>	4	

Question		Expected Answer(s)	Max Mark	Additional Guidance
8.	(a)	<ul style="list-style-type: none"> <li>You can target a particular client group who would be interested in your product</li> <li>You do not waste time and money advertising to a wider consumer group who may not be interested in your product</li> <li>Cheaper than TV/radio ads</li> </ul> <p><b>1 mark.</b> <b>Or any other relevant answer.</b></p>	1	
	(b)	<ul style="list-style-type: none"> <li>Informs clients about your product</li> <li>Creates interest in product</li> <li>Attracts new clients and customers</li> <li>Keeps existing clients</li> <li>Reaches the business's target group eg families</li> <li>Encourages customers to buy your product and so increase business</li> <li>Promotion reduces competitors advantage</li> </ul> <p><b>3 marks. 1 mark for each correct answer.</b> <b>Or any other relevant answer.</b></p>	3	
	(c)	<ul style="list-style-type: none"> <li>The needs of customers are identified</li> <li>You can see where improvement is needed letting change take place</li> <li>Customer satisfaction is achieved so helping to keep existing customers</li> <li>Increased profit as customers are satisfied and so come back</li> <li>Staying ahead of competitors</li> </ul> <p><b>2 marks. 1 mark for each correct answer.</b> <b>Or any other relevant answer.</b></p>	2	

Question		Expected Answer(s)	Max Mark	Additional Guidance
9.	(a)	<ul style="list-style-type: none"> <li>• Shona was not prepared for the visitors' arrival</li> <li>• She failed to create a good first impression</li> <li>• There was no appropriate introduction/meet and greet</li> <li>• She did not meet or exceed customer expectations</li> <li>• Personal presentation was poor</li> <li>• She did not recognise customers' feelings</li> <li>• She did not deal appropriately with the interrupting group member</li> <li>• She did not provide an opportunity for the group members to ask questions/give feedback</li> </ul> <p><b>1 mark for each correct point (4 × 1)</b>  <b>Maximum 2 marks for direct lifts from text.</b>  <b>Any other relevant answer.</b></p>	4	
	(b)	<ul style="list-style-type: none"> <li>• Apologise</li> <li>• Take customer away from public area</li> <li>• Empathise</li> <li>• Listen attentively</li> <li>• Make notes</li> <li>• Agree solution</li> <li>• Get help from manager if necessary</li> <li>• Stay calm/polite</li> </ul> <p><b>Any 3 correct suggestions.</b>  <b>Any other relevant answer.</b></p>	3	

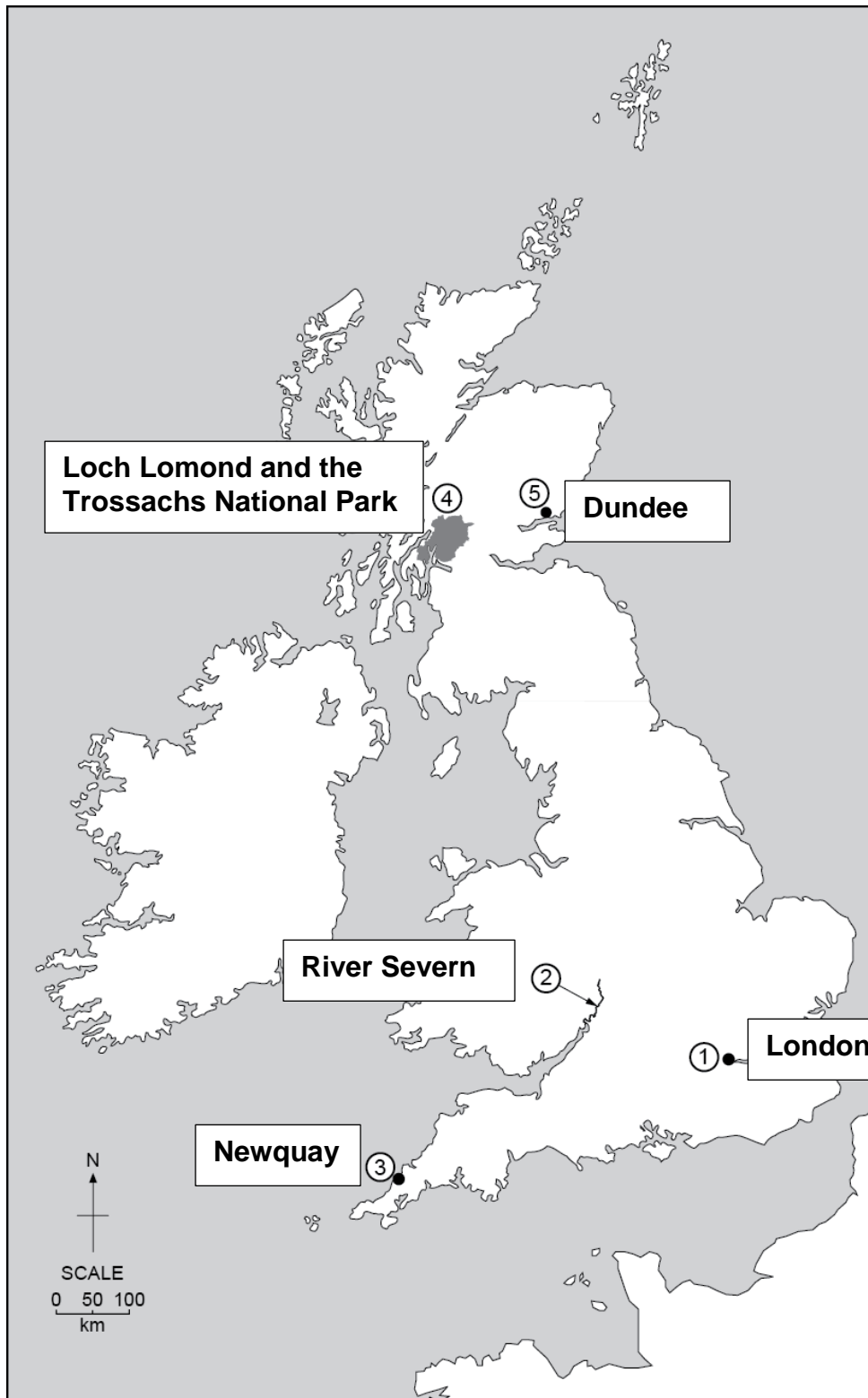
Question		Expected Answer(s)	Max Mark	Additional Guidance
10.	(a)	<ul style="list-style-type: none"> <li>Customer service is all of the activities involved in meeting and exceeding customers' expectations</li> <li>How staff treat, talk to and act around customer</li> </ul> <p><b>Or any other appropriate response.</b></p>	1	
	(b)	(i)		
		(ii)		
		(iii)	3	

Question			Expected Answer(s)	Max Mark	Additional Guidance
11.	(a)	(i)	<ul style="list-style-type: none"> <li>• Website to give information on entrance fees, opening hours, directions etc</li> <li>• App to provide information on mobile devices</li> <li>• Social Media to promote events</li> <li>• Computer software to produce leaflets, posters, flyers</li> <li>• Emails to attract visitors</li> <li>• Website adverts/pop ups</li> </ul>	4	
		(ii)	<ul style="list-style-type: none"> <li>• Handheld devices to provide information at specific points</li> <li>• Audio-visual LED screens to welcome visitors and provide information</li> <li>• Touch screens for visitor interaction</li> <li>• Audio head sets</li> <li>• Projected images/holograms</li> <li>• Simulations</li> <li>• Phone apps</li> </ul> <p><b>1 mark for each appropriate example in each category.</b> <b>Any other relevant point.</b></p>		
	(b)		<ul style="list-style-type: none"> <li>• Viewdata</li> <li>• Global Distribution System (GDS) or brand name eg Galileo</li> </ul> <p><b>1 mark for each appropriate answer.</b></p>	2	

Question			Expected Answer(s)	Max Mark	Additional Guidance
12.			<ol style="list-style-type: none"> <li>1. London</li> <li>2. River Severn</li> <li>3. Newquay</li> <li>4. Loch Lomond and the Trossachs National Park/Loch Lomond/Trossachs</li> <li>5. Dundee</li> </ol> <p><b>1 mark for each correct destination.</b></p>	5	



Question 12



Question			Expected Answer(s)	Max Mark	Additional Guidance
13.			<ol style="list-style-type: none"><li>1. Majorca</li><li>2. Croatia</li><li>3. Alps</li><li>4. Berlin</li><li>5. Brittany</li></ol> <p><b>1 mark for each correct destination.</b></p>	<b>5</b>	

Question 13



Question		Expected Answer(s)		Max Mark	Additional Guidance	
14.			<b>Destination Name</b>	<b>Destination Type (City, scenic, all year round sun)</b>	8	
		1	San Francisco	City		
		2	Jamaica	Year round sun		
		3	Niagara Falls	Scenic		
		4	Cancun	Year round sun		
		<b>1 mark for each correct answer. Destination name and destination type.</b>				

Question 14



Question		Expected Answer(s)	Max Mark	Additional Guidance
15.		<ul style="list-style-type: none"> <li>No mark for choice of city</li> </ul>	5	
	Named City	Glasgow	Edinburgh	
	London Departure Point	Heathrow, Gatwick, Luton, Stansted, City Airport	Heathrow, Gatwick, Luton, Stansted, City Airport	1
	Approximate Journey times	1hr – 1.30 mins	1hr – 1.30 mins	1
	One indoor visitor attraction.	Kelvingrove Art Gallery & Museum, GOMA, Provand's Lordship, Glasgow Cathedral, Scotland Street School, People's Palace, Hampden Football Museum etc.	Holyrood House, Mary King's Close, National Museum of Scotland, Royal Yacht Britannia, Our Dynamic Earth, Scottish National Gallery of Modern Art, Edinburgh Castle, Edinburgh Dungeon etc.	1
	One Theatre.	Royal Concert Hall, Kings Theatre, Pavilion Theatre, Theatre Royal, SSE Hydro etc.	Usher Hall, Lyceum Theatre, Playhouse, Festival Theatre, Traverse Theatre etc.	1
	One visitor attraction out-with the city for a one day visit.	Culzean Castle, Loch Lomond & the Trossachs National Park, New Lanark, Lomond Shores, Edinburgh Castle, Falkirk Wheel, Kelburn Castle, Paisley Abbey etc.	Museum of Flight, New Lanark, Rosslyn Chapel, Falkland Palace, Falkirk Wheel, Deep Sea World, Sea Bird Centre, Hopetoun House etc.	1
	<b>Or any other relevant answer.</b>			

Question		Expected Answer(s)	Max Mark	Additional Guidance										
16.		<table border="1"> <tr> <td>Resort</td> <td>Malcesine</td> </tr> <tr> <td>Gateway airport</td> <td>Verona, Milan Bergamo</td> </tr> <tr> <td>Approximate journey time from UK</td> <td>2.5 – 3.5 hours</td> </tr> <tr> <td>One visitor attraction or scenic feature that would appeal to their customers</td> <td>Lake Garda, Scaliger Castle, Monte Baldo, Church of St Stephano</td> </tr> <tr> <td>One local food or drink speciality</td> <td>Pizza, Lasagne, Ravioli, Aperol Spritz, Spremutto, Limoncino liqueur, Peroni beer etc</td> </tr> </table>	Resort	Malcesine	Gateway airport	Verona, Milan Bergamo	Approximate journey time from UK	2.5 – 3.5 hours	One visitor attraction or scenic feature that would appeal to their customers	Lake Garda, Scaliger Castle, Monte Baldo, Church of St Stephano	One local food or drink speciality	Pizza, Lasagne, Ravioli, Aperol Spritz, Spremutto, Limoncino liqueur, Peroni beer etc	5	
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<p><b>Example answer for Malcesine.</b>  <b>1 mark for each correct answer. Relevant to chosen destination.</b></p> <p><b>If wrong destination, but correct answers for chosen destination, mark as follows:</b></p> <p><b>1 correct = 0 marks</b>  <b>2/3 correct = 1 mark</b>  <b>4 correct = 2 marks</b></p>														

Question		Expected Answer(s)	Max Mark	Additional Guidance
17.		<ul style="list-style-type: none"> <li>• Destination (1mark)</li> <li>• Arrival – John F Kennedy, Newark</li> <li>• Approx journey time from UK 7 – 8.5 hours</li> <li>• Shopping area – Greenwich Village, 5<sup>th</sup> Avenue, Chinatown, Manhattan Mall etc</li> <li>• Indoor attraction – MoMA, Top of the Rock, Empire State Building, Statue of Liberty etc</li> </ul> <p><b>Example answer for New York.</b>  <b>1 mark for each correct answer. Relevant to chosen destination.</b></p> <p><b>If wrong destination, but correct answers for chosen destination, mark as follows:</b></p> <p><b>1 correct = 0 marks</b>  <b>2/3 correct = 1 mark</b>  <b>4 correct = 2 marks</b></p>	5	

[END OF MARKING INSTRUCTIONS]