

X217/12/01

NATIONAL
QUALIFICATIONS
2012

WEDNESDAY, 30 MAY
9.00 AM – 11.30 AM

TRAVEL AND
TOURISM
HIGHER

Candidates should answer **six** questions as follows.

All **four** questions in Section A (mandatory section covering Structure of the Travel and Tourism Industry and Marketing in Travel and Tourism: An Introduction)

BOTH questions in

either Section B (option covering The Scottish Tourism Product: An Introduction)

or Section C (option covering Tourist Destinations)

Questions in Section A are worth 16 marks. Questions in Section B and C are worth 18 marks.

Read the questions carefully before starting to answer and allow enough time to answer all six questions.



SECTION A

Answer ALL questions

Marks

1. (a) Give a definition of each of the following:
- (i) tour operator; 1
 - (ii) business tourism; 1
 - (iii) excursionist; 1
 - (iv) inbound tourism. 1
- (b) (i) Describe the role of the British Hospitality Association. 1
- (ii) Give examples of **four** types of organisation which make up the membership of the BHA. 2
- (iii) Name the VisitScotland quality assurance scheme which aims to improve the quality of food served in Scottish restaurants. 1
- (c) The visitor attractions sector is very important to the success of tourism at a destination.
- (i) Give **one** reason why this is the case. 1
 - (ii) Name **two** broad categories into which visitor attractions are often grouped. 1
 - (iii) Give **one** named example of a visitor attraction in **each** of the two broad categories. 2
 - (iv) Explain the importance of events in attracting tourists to a destination. 2
- (d) Increased customer awareness of “green” issues has meant that travel and tourism businesses have had to develop products which are more environmentally friendly.
- (i) Give **one** example of how the transport sector has responded to the growing customer demand for “green” products/services. 1
 - (ii) Give **one** example of how the hospitality sector has responded to the growing demand for “green” products/services. 1
- (16)**

2. Read the following case study.

Alba Hotels, a small hotel chain which has 10 hotels in the Highlands and Islands of Scotland, has decided that integration is the way forward for its business. It recently merged with Capital Hotels, another small hotel chain which has 12 hotels located in the Central Lowlands of Scotland. The new company, to be known as “CA Enterprises”, has recently bought Rainbow Coach Holidays, a well-established company based in Glasgow which offers coach holidays principally to the “grey” market throughout the UK.

As a result of the current recession, Carefree Holidays, a local tour operator, experienced a dramatic decrease in business, so a successful takeover bid has been made to secure the tour operation business to become part of CA Enterprises.

- | | |
|---|-------------|
| (a) Explain what is meant by the term “integration”. | 1 |
| (b) Describe four benefits of integration for the business. | 4 |
| (c) Referring to the case study, identify one example of horizontal integration and give an explanation of your choice. | 2 |
| (d) Referring to the case study, identify one example of vertical integration and give an explanation of your choice. | 2 |
| (e) Draw the chain of distribution, also inserting the names of the various companies which now make up CA Enterprises at the appropriate level in the chain. | 6 |
| (f) Explain briefly what the chain of distribution illustrates. | 1 |
| | (16) |

[Turn over

3. Refer to the case study in Question 2.

- (a) Explain the importance of undertaking marketing research and suggest **two** ways that Alba Hotels can gather useful information for the business. **3**
- (b) (i) Explain the difference between qualitative and quantitative research. **2**
- (ii) Give an example of **one** method that can be used to gather qualitative information. **1**
- (iii) Give **one** method that can be used to gather quantitative information. **1**
- Two different methods must be chosen for parts (ii) and (iii).
- (c) Explain how CA Enterprises can use the “marketing mix” to help make marketing decisions. **5**
- (d) Identify **four** factors which CA Enterprises must take into account when setting prices. **4**
- (16)**

4. Refer to the case study in Question 2. *Marks*
- (a) The hotels division of CA Enterprises has identified a need to improve its customer service. Explain how improved customer service can improve the hotel chain's competitive advantage. **3**
- (b) Identify **one** customer care programme on offer within the Scottish tourism industry and explain its aims. **2**
- (c) Describe **one** benefit of providing good customer service for **each** of the following:
- (i) the business;
 - (ii) the employee of the business;
 - (iii) the local community;
 - (iv) the Scottish tourism industry. **4**
- (d) The hotels division is considering joining VisitScotland's Quality Assurance Scheme. Give a brief description of this scheme and identify **two** benefits membership could bring. **4**
- (e) Describe **three** ways in which the hotels division could monitor the effectiveness of its customer service. **3**
- (16)**

[END OF SECTION A]

[Turn over

Answer BOTH questions from EITHER Section B OR Section C

SECTION B

Marks

The Scottish Tourism Product: An Introduction

5. (a) Identify each of the following tourist destinations on **Map 1**.
- (i) City A
 - (ii) Town B
 - (iii) Mountain C
 - (iv) River D
 - (v) Loch E
- 5
- (b) Locate the following tourist destinations on **Map 1**.
- (i) Mull
 - (ii) The Minch
 - (iii) Stranraer
 - (iv) Cairngorm National Park
 - (v) Solway Firth
- 5
- (c) In which Scottish touring areas would you find the following events?
- (i) T in the Park
 - (ii) Braemar Highland Games
 - (iii) Common Ridings
- 3
- (d) A large international engineering company wants to hold a conference in Scotland for 500 delegates.
- (i) Describe in detail the strengths of Scotland's tourism product as a conference destination. 3
 - (ii) Suggest a suitable venue for the conference and explain fully your choice. 2
- (18)**

6. A television company from the United States of America is planning to visit Aberdeenshire and Royal Deeside to film a historical drama.
- (a) Giving examples, describe the scenic attraction of this area. 2
- (b) The company intends to approach the National Trust for Scotland with a view to using one of its properties for filming.
- (i) Name **one** National Trust for Scotland property in the area that could be used as a filming location. 1
- (ii) Explain why this property would be suitable for filming a historical drama. 1
- (iii) Some of the television crew wish to spend a weekend pursuing outdoor activities in the area before they return home. Choose **two** outdoor activities and name an appropriate location for each. 2
- (iv) Name **one** food product and **one** drink product particularly associated with this area of Scotland. 2
- (c) After the filming, Paul Duffy the head cameraman stays on in Scotland for a short holiday. He is a keen photographer and has heard that the Wester Ross, Loch Ness and Inverness area would provide him with a range of spectacular photo opportunities.
- (i) Explain fully why the scenic attraction of **Wester Ross** would be suitable for a photographic holiday. 2
- (ii) Devise a 5 day (4 nights) itinerary of the Wester Ross, Loch Ness and Inverness area for Mr Duffy starting and finishing in Inverness, but not staying there. The itinerary should have 4 named overnight stops, a detailed description of the tour route taken between the overnight stops and one named attraction that he could visit on each of the days.
- The attractions should include:
- a named natural feature;
 - a natural heritage visitor attraction;
 - a modern man-made attraction;
 - a wildlife attraction.
- 8**
- (18)**

[Turn over for SECTION C on Page eight

SECTION C

Tourist Destinations

Marks

7. (a) Identify each of the following tourist destinations on **Map 2**.
- (i) Country A
 - (ii) Island B
 - (iii) City C
 - (iv) River D
 - (v) Natural Feature E
- (b) Locate the following tourist destinations on **Map 2**.
- (i) Gulf of Carpentaria
 - (ii) Toronto
 - (iii) Maldives
 - (iv) Cyprus
 - (v) Peru
- (c) In which countries would you find the following events?
- (i) The Calgary Stampede
 - (ii) Mardi Gras
 - (iii) Bastille Day
- (d) For **either** India **or** Ecuador, provide the following important tourist information.
- (i) A description of the location of the country.
 - (ii) The appeal of the country to the tourist.
 - (iii) A main entry airport.
 - (iv) A visitor attraction.
 - (v) A natural feature.

5

5

3

5

(18)

8. (a) Alex and Lesley are planning a touring holiday of either Canada or Australia. Alex is interested in shopping and culture while Lesley is interested in scenery and sporting activities. They are unable to decide where to go.

For **either** Canada **or** Australia provide the following information to help them with their decision.

- | | |
|---|---|
| (i) A full description of the location of the country. | 2 |
| (ii) An explanation including named examples of why the country would suit their interests. | 3 |
| (iii) The name of a main gateway airport and the time difference between it and the UK. | 2 |
| (iv) One example of a traditional arts and crafts souvenir that they could buy. | 1 |
| (v) Two named attractions which they could visit. | 2 |
- (b) Mr and Mrs Miller are both recently retired and are about to embark upon a world cruise. Two of the stopovers on the cruise are the Hawaiian Islands and Hong Kong.
- | | |
|--|---|
| (i) Describe fully the location of each stopover. | 2 |
| (ii) Name two attractions in each stopover destination that would be of interest to the couple. | 2 |
| (iii) Give an example of local cuisine that the couple could sample in each destination. | 2 |
| (iv) What is the currency used at each stopover? | 2 |

(18)

[END OF QUESTION PAPER]

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NATIONAL
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2012

WEDNESDAY, 30 MAY
9.00 AM – 11.30 AM

TRAVEL AND
TOURISM
HIGHER
Blank Maps for use with
Questions 5 and 7

Fill in these boxes and read what is printed below.

Full name of centre

Town

Forename(s)

Surname

Date of birth

Day Month Year

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Scottish candidate number

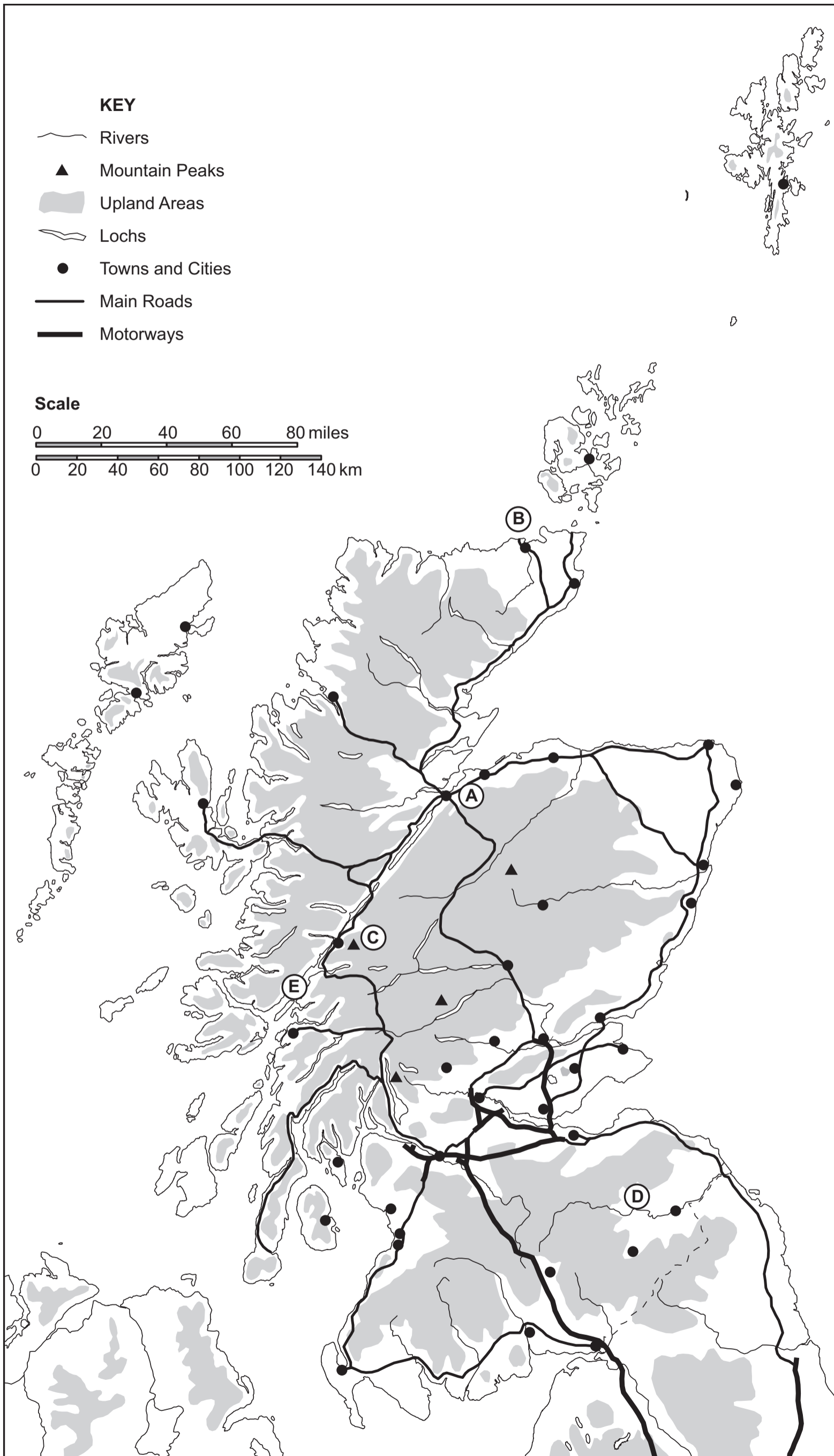
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Number of seat

To be inserted inside the front cover of your answer book and returned with it.



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Map 2 Question 7

