

X217/12/01

NATIONAL
QUALIFICATIONS
2014

WEDNESDAY, 28 MAY
1.00 PM – 3.30 PM

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) business travel; 1
 - (ii) conference organiser; 1
 - (iii) outbound tourism; 1
 - (iv) mass tourism. 1
- (b) Explain the key features of VisitScotland's quality assurance scheme for visitor attractions. 3
- (c) ABTA is an important organisation in the travel and tourism industry.
- (i) What do the letters ABTA stand for? 1
 - (ii) Explain the role and function of ABTA. 4
- (d) The application of technology in the travel and tourism industry has revolutionised the business.
- With reference to the chain of distribution describe how technology has had an impact on the producers. 4
- (16)**

2. (a) Key public and private organisations play an important role in the travel and tourism industry. Creative Scotland is one such organisation.
- (i) Is Creative Scotland a public sector organisation or a private sector organisation? Give a reason for your answer. 2
 - (ii) Explain the role of Creative Scotland in relation to the travel and tourism industry. 2
 - (iii) Give **two** examples of activities they are involved in to help achieve their role. 2
- (b) Scottish Enterprise and Highlands and Islands Enterprise (HIE) work with organisations such as Creative Scotland.
- (i) Explain the role of **either** Scottish Enterprise **or** Highlands and Islands Enterprise in supporting Scottish tourism. 1
 - (ii) Give **one** example of the support these organisations can provide to achieve this role. 1
- (c) The hospitality sector is important to the success of the travel and tourism industry.
- (i) Name **one** private sector support organisation in the hospitality sector and explain the role of the organisation. 2
 - (ii) Give **four** examples of the types of organisations which could be members. 2
- (d) The hospitality sector interacts with other sectors of the travel and tourism industry.
- (i) Name a sector of the travel and tourism industry with which the hospitality sector interacts. 1
 - (ii) Explain why this interaction is necessary, and give **two** specific examples of how the sectors might cooperate. 3
- (16)**

[Turn over

3. Read the following case study, which refers to both questions 3 and 4.

Katie is planning to open a small pottery business in a busy tourism area in central Scotland. She has identified premises in an off-street location which she thinks will fit both her space requirements and her budget. The business she hopes to start will offer pottery classes and will include a gift shop selling local arts and crafts, jewellery, watercolours and oil paintings. In addition, she will have a coffee shop selling a range of teas, coffees and homemade cakes, scones and muffins.

Katie has no experience of running a business but she is energetic and enthusiastic. She also has good contacts in the local art community.

- (a) Evaluate Katie's proposed business using a SWOT analysis 4
- (b) Identify **two** methods of promotion and explain how Katie could use them to promote her new business. 4
- (c) Katie has heard of the marketing mix but isn't sure what the "place" element refers to.
- (i) Explain what "place" means within the marketing mix. 1
- (ii) Suggest how she can implement this element to improve her business. 3
- (d) Katie has been advised to adopt a market orientation rather than a product orientation.
- (i) Explain product orientation and describe **one** risk it might bring for her business.
- (ii) Explain market orientation and describe **one** benefit it might offer the business. 4

(16)

4. Refer to the case study in Question 3. *Marks*
- (a) Katie will hire two part-time staff members to work in the gift and coffee shops. She expects her staff to provide excellent customer service.
Suggest **four** key qualities and/or skills that Katie should look for when recruiting her staff. Give reasons for your suggestions. **4**
- (b) Describe the business benefits that Katie will achieve by providing excellent customer service. **4**
- (c) Suggest **two** appropriate methods Katie could use to monitor the quality of customer service provided. **2**
- (d) Identify **two** likely positive impacts on staff working in a quality customer service environment. **2**
- (e) Explain the benefits of providing good customer service for both the local community **and** the Scottish tourism industry. **4**
- (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 shown on **Map 1**.
- (i) Nature Reserve A
 - (ii) City B
 - (iii) Natural feature C
 - (iv) Island D
 - (v) Firth E
- 5
- (b) Locate the following tourist destinations on **Map 1**.
- (i) Isle of Lewis
 - (ii) Moray Firth
 - (iii) Loch Linnhe
 - (iv) Fort William
 - (v) River Forth
- 5
- (c) A coach party of retired tourists from the south of England is touring the Eastern Grampian Highlands of Scotland.
- (i) Describe the appeal of this area to the tourist. 1
 - (ii) Explain **one** strength and **one** weakness of the Scottish tourism product which may affect their coach holiday. 2
 - (iii) Name a national park and a mountain above 1000 metres that they may pass on their tour of the Eastern Grampians. 2
 - (iv) Name an event attraction which they could attend. 1
 - (v) Name an ancient monument or property located in the area and name the organisation that manages it. 2
- (18)**

6. (a) Colin and Robert are two geography students from Oxford University who wish to spend some time on a Scottish Island to study the landscape, wildlife and culture. Choose **either** Arran **or** Orkney and provide the following important tourist information:
- (i) a detailed description of the location of the island in Scotland; 2
 - (ii) a description of the appeal of the island to visitors; 2
 - (iii) the name of the ferry terminals at each end of the sea routes connecting the island with the mainland; 2
 - (iv) provide the following important tourist information for potential customers:
 - one festival **or** event attraction
 - two visitor attractions
 - a souvenir **or** traditional food associated with the island. 4
- (b) On their journey back to Oxford, Colin and Robert want to tour southwest Scotland, including Ayrshire and Dumfries and Galloway, to obtain research material for their university course.
- Devise a 5 day (4 night) itinerary of this area, starting and finishing at Dumfries (but not staying overnight 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 they could visit on **each** of the days.
- Your itinerary should include at least **one** from each of the following categories:
- a named natural feature
 - a man-made visitor attraction
 - a country **or** forest park
 - a nature reserve **or** tourist trail. 8

(18)

[Turn over for SECTION C on Page eight

SECTION C

Tourist Destinations

Marks

7. (a) Identify each of the following tourist destinations shown on **Map 2**.
- (i) Country A
 - (ii) City B
 - (iii) Natural feature C
 - (iv) Island D
 - (v) Sea E
- 5**
- (b) Locate the following tourist destinations on **Map 2**.
- (i) Crete
 - (ii) Red Sea
 - (iii) Egypt
 - (iv) Johannesburg
 - (v) River Rhone
- 5**
- (c) In which country would you find the following tourist attractions?
- (i) Iguacu Falls
 - (ii) Mount Everest
 - (iii) The Parthenon
 - (iv) Glacier National Park
- 4**
- (d) For **either** Kenya **or** Peru provide the following important tourist information.
- (i) Capital city
 - (ii) Time difference from the UK
 - (iii) A natural feature
 - (iv) The currency used
- 4**

(18)

8. (a) Mrs Wylie, a Travel and Tourism lecturer, wants to organise a long haul trip for her senior students but she is unable to decide where to go. Her choices are Japan, Brazil or Australia.

Choose **one** of these countries and provide the following information to help them make their decision.

- | | |
|--|-------------|
| (i) A description of the location of the country. | 1 |
| (ii) A brief description of the appeal of the country. | 2 |
| (iii) A main gateway airport and the time travelling by air from the UK. | 2 |
| (iv) Examples of: | |
| • two outdoor/sporting activities, for each name a location | |
| • one festival or event attraction | |
| • two visitor attractions either natural or man-made. | 5 |
| (v) An example of the culture which the country is famous for. | 1 |
| (vi) An example of a popular arts and crafts souvenir. | 1 |
| (vii) An example of relevant health and safety advice for the chosen destination. | 1 |
| | |
| (b) Mr and Mrs Mackay have been married for 25 years and want to visit a city in the USA to celebrate their silver wedding anniversary. They are deciding between New York, San Francisco and Las Vegas. | |
| Choose one of the cities and; | |
| (i) describe fully its location in the USA; | 2 |
| (ii) name two attractions in the city or nearby surrounding area that Mr and Mrs Mackay could visit during their stay; | 2 |
| (iii) the approximate flight time from the UK to the chosen city. | 1 |
| | (18) |

[END OF QUESTION PAPER]

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FOR OFFICIAL USE

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2014

WEDNESDAY, 28 MAY
1.00 PM – 3.30 PM

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

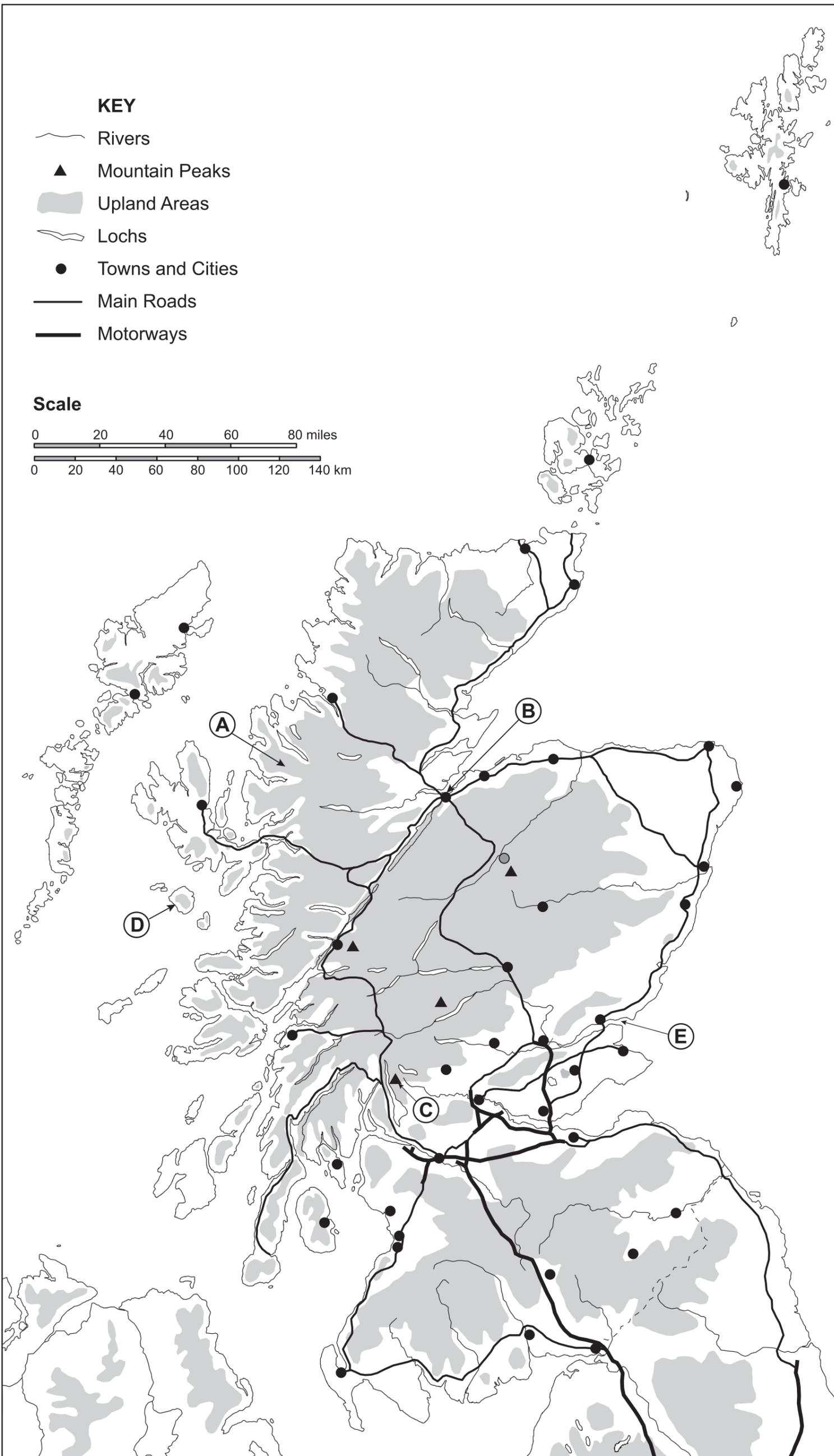
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Number of seat

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



Map 1 Question 5



Map 2 Question 7



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