

X217/301

NATIONAL
QUALIFICATIONS
2009

THURSDAY, 4 JUNE
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) Describe the role of the following government funded organisations in the travel and tourism industry.
- (i) VisitBritain
 - (ii) Scottish Natural Heritage
 - (iii) Museums Galleries Scotland previously known as Scottish Museums Council
- (b) (i) Describe in detail the main functions of a tour operator.
- (ii) Give a named example of a current tour operator.
- (c) The CAA is an important organisation in the travel industry. Give the full title of this organisation and briefly describe what it does.
- (d) Describe in detail the main characteristics of a **scheduled** flight.
- (16)**
-
2. (a) Explain what is meant by the term “vertical integration” and give **two** benefits to travel and tourism businesses. Give a named industry example of vertical integration.
- (b) Explain the key features of VisitScotland’s quality assurance scheme for visitor attractions.
- (c) Travel retailers are an important part of the chain of distribution. Explain fully their purpose and draw a diagram to show their position in the chain of distribution.
- (d) Industrial visitor attractions are part of the tourism product.
- (i) Give a named example of an industrial visitor attraction.
 - (ii) Explain the interdependence of the visitor attractions sectors and other sectors of the tourism industry.
- (16)**

3.

Glensporran House Hotel is a four star Country House Hotel which has won awards for its restaurant. It is located 5 miles north of Perth but is difficult to find due to poor road signs. The hotel is set in extensive grounds along the River Tay with its own 9 hole golf course but it is in need of major refurbishment and redecoration. It has recently been bought by a large international American hotel company which wants to undertake a number of developments to fully realise the hotel's potential in both domestic and overseas tourist markets. As a first step the company has employed a marketing consultancy to review the business before finalising its investment and development plans.

- (a) The first step for the marketing consultancy is to undertake a SWOT analysis for the hotel. With reference to Glensporran House Hotel, give **one** example of each of the following:

- strengths
- weaknesses
- opportunities
- threats

stating a reason for each choice.

8

- (b) (i) Identify **three** potential markets that the hotel could target following completion of the planned programme of developments and expansion. In each case explain your answer.
- (ii) For each potential market, describe briefly a different promotional method which could be used.
- (iii) Identify **two** appropriate ways of evaluating the success of one or more of these promotions.

3

3

2

(16)

[Turn over

4.

With reference to the case study in Question 3, the new owners are keen to develop a marketing strategy including a strong focus on customer service to help them fulfil their ambitious plans.

- | | |
|--|-------------|
| (a) The hotel company has a mission to “exceed customer expectations”. Explain what this means in relation to customer service. | 2 |
| (b) Explain the potential benefits to the company of introducing a customer service strategy. | 4 |
| (c) Explain what primary research is and describe two different methods which might be used by the hotel to measure customer satisfaction. | 4 |
| (d) (i) What does the term USP mean? | |
| (ii) Describe any potential USP that could be applied to Glensporran House Hotel. | 2 |
| (e) With reference to the marketing mix, identify two elements of both “product” and “place” which could relate to Glensporran House Hotel. | 4 |
| | (16) |

[END OF SECTION A]

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 as shown on **Map 1 Reference Question 5**.
- (i) City A
 - (ii) Town B
 - (iii) Natural feature C
 - (iv) Island D
 - (v) River E
- 5**
- (b) Plot the following tourist destinations on **Map 1 Reference Question 5**. Use a bold dot to mark the destinations.
- (i) Barra
 - (ii) Bass Rock
 - (iii) Galloway Forest Park
 - (iv) The Minch
 - (v) Moray Firth
- 5**
- (c) Name **one** natural tourist attraction in each of the following touring areas of Scotland.
- (i) Orkney Islands
 - (ii) The East Neuk of Fife
 - (iii) Royal Deeside
- 3**
- (d) Select **one** of the areas listed in question 5 (c) above and provide the following important tourist information for potential customers.
- (i) Brief description of the location of the area in Scotland
 - (ii) An event attraction
 - (iii) A historic property located in the area
 - (iv) The appeal of the area to the tourist
- 2
1
1
1
(18)**

[Turn over

6. (a)

Mr and Mrs Suzuki from Japan are moving to Scotland where Mr Suzuki will be starting a new job as a lecturer at Edinburgh University. Prior to taking up his post they plan to take a touring break in southern Scotland (including the Scottish Borders and Burns Country) to experience this area.

Provide the following information to help them make the most of their break.

- | | | |
|-------|---|-------------|
| (i) | Describe the scenic attraction of Southern Scotland for tourists. | 2 |
| (ii) | Name one National Tourist route they could use whilst touring in the area. | 1 |
| (iii) | Provide an itinerary for their short break which meets the following specifications. <ul style="list-style-type: none"> • A detailed three day programme featuring two overnight stops, one in Burns Country and one in the Scottish Borders • Six named visitor attractions on their route that they could visit each day of the tour • Starting and finishing in Edinburgh | 7 |
| (iv) | If they wanted their tour to include outdoor or sporting activities, suggest two suitable locations and, for each, name the activity they could participate in. | 2 |
| (v) | Name a traditional food or drink associated with this area. | 1 |
| (b) | The Scottish Convention Bureau has asked you to suggest a suitable city location to host a conference for 200 delegates. | |
| (i) | Briefly describe Scotland's strengths as a conference destination. | 2 |
| (ii) | Choose a city and name two attractions that delegates can enjoy when they are not attending the conference. | 2 |
| (iii) | Name a suitable venue for the conference and explain your choice. | 1 |
| | | (18) |

SECTION C

Tourist Destinations

Marks

7. (a) Identify **each** of the following tourist destinations as shown on **Map 2 Reference Question 7**. 5
- (i) Country A
 - (ii) City B
 - (iii) Man made feature C
 - (iv) Island D
 - (v) River E
- (b) Mark the location of, and name, the following tourist destinations on **Map 2 Reference Question 7**. Use a bold dot to mark the destinations. 5
- (i) Cyprus
 - (ii) Caribbean Sea
 - (iii) Sweden
 - (iv) Singapore
 - (v) River Nile
- (c) Name **one** natural tourist attraction in: 3
- (i) Japan;
 - (ii) India;
 - (iii) Mexico.
- (d) Select **one** of the countries listed in question 7 (c) above and provide the following important tourist information for potential customers. 5
- (i) Capital city
 - (ii) A brief description of the location of the country
 - (iii) An example of local cuisine
 - (iv) The main language spoken
 - (v) The currency used
- (18)**

[Turn over for Question 8 on Page eight]

8. (a)

Catriona and Alastair are university students who are planning a gap year abroad. They have a limited budget and are planning to go backpacking when the term ends in June. They are unable to decide where to go. Catriona wants to go to either Canada or Brazil while Alastair wants to visit 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 difference from GMT. | 2 |
| (iv) Examples of locations where they could find: | |
| <ul style="list-style-type: none"> • two outdoor/sporting activities. For each, name the activity they would do there • one festival or event attraction • two visitor attractions. | 5 |
| (v) An element of the culture for which the country is famous. | 1 |
| (vi) An example of popular arts and crafts souvenirs. | 1 |
| (vii) Relevant health and safety advice for the chosen destination. | 1 |

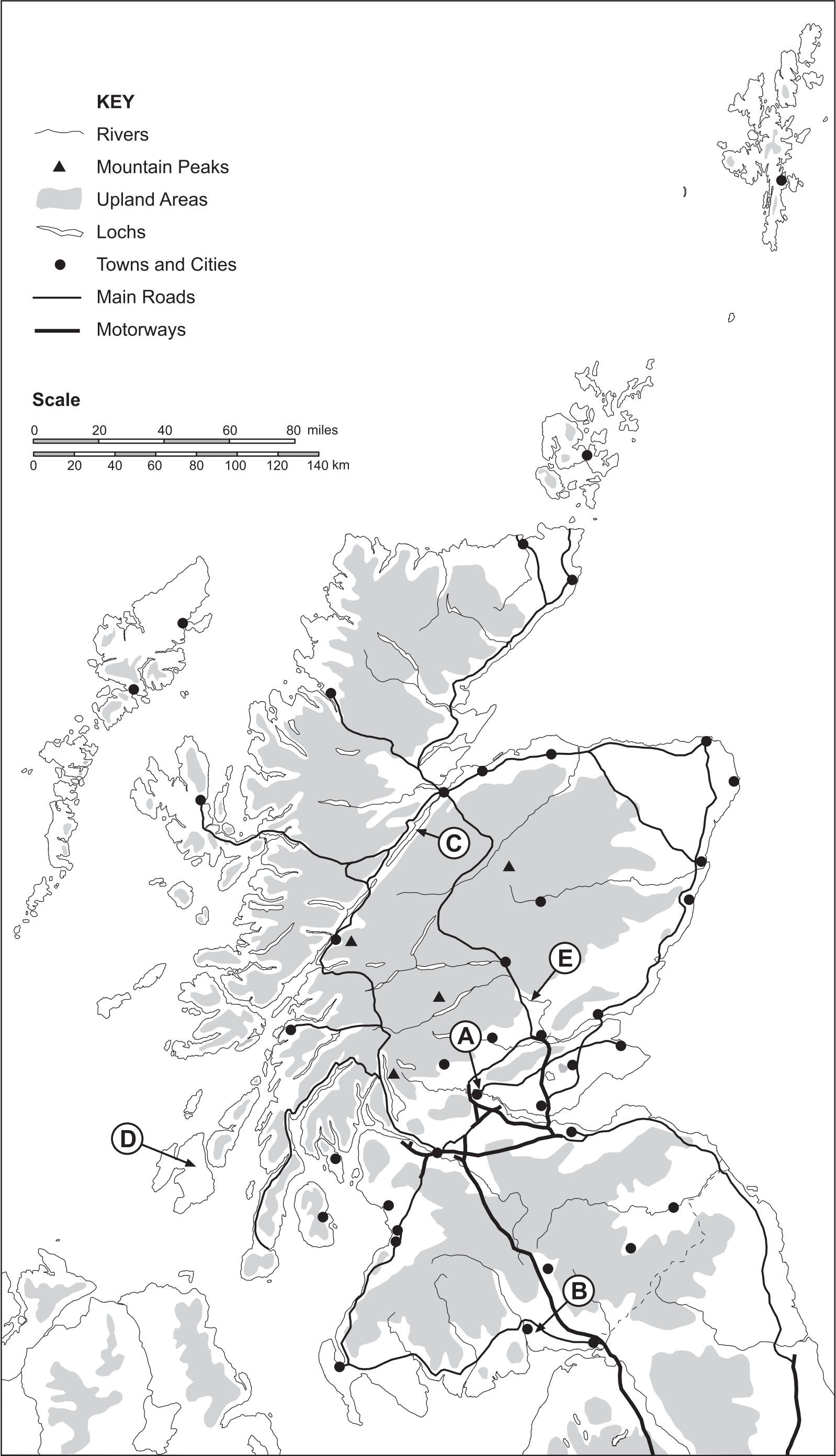
(b)

You are a conference organiser and have been asked to find a suitable United States city to hold a three day conference in January for a large international pharmaceutical company.

Choose a United States city and:

- | | |
|--|-------------|
| (i) describe its appeal for conference tourism; | 2 |
| (ii) describe the normal weather conditions in January; | 1 |
| (iii) name two attractions that the delegates can enjoy when they are not attending the conference. | 2 |
| | (18) |

[END OF QUESTION PAPER]



Map 2 Reference Question 7

