

X217/301

NATIONAL
QUALIFICATIONS
2010

THURSDAY, 3 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) Give a definition of each of the following:

- | | |
|-----------------------------------|---|
| (i) tourist trip; | 1 |
| (ii) domestic tourism; | 1 |
| (iii) tourism generating country; | 1 |
| (iv) tourist expenditure. | 1 |

(b) Air transport is one of the most dynamic sectors of the worldwide travel and tourism industry. The International Air Transport Association (IATA) is its global trade organisation.

Explain the role and functions of IATA. 4

(c) Coach companies offer a valuable service to both domestic and international tourists.

- | | |
|---|---|
| (i) Name two companies offering holidays by coach in the UK. | 1 |
| (ii) Identify a typical tourist group targeted by one of the companies named in part (i) and give three reasons why these tourists might choose coach holidays. | 4 |

(d) Describe any **three** skills that reservation and sales staff working in the transport sector require to be effective in their job.

3
(16)

2. (a) Explain what is meant by the term “vertical integration” and identify **two** benefits it offers to travel and tourism organisations. 3

(b) Name the **three** sectors of the travel and tourism industry normally referred to as the “producers”. 3

(c) *“Because of the fragmented structure of the travel and tourism industry, the key sectors can be described as being interdependent.”*

Explain what is meant by this statement. 2

2. (continued)

- (d) Both the private and public sectors provide support services for the travel and tourism industry.
- (i) Name **two** support services provided by public sector organisations. 1
- (ii) Name **two** support services provided by private sector organisations. 1
- (e) Describe **two** channels of distribution which travel and tourism businesses could use when distributing their products and services to their eventual customers. 2
- (f) Describe **two** current trends within the **travel** sector and explain the impact of each on the travel and tourism industry. 4
- (16)**

3. Read the following.

London is set to host the Olympic Games in the summer of 2012. This presents many opportunities as well as many challenges for the tourism industry. VisitBritain has described a statement by a government minister that “ . . . hotels are expensive and I worry about the quality” as unhelpful. In addition, research shows that Britain ranks poorly for visitor experience and welcome.

- (a) (i) Explain the role of VisitBritain. 4
- (ii) Describe how improvements in customer service could help improve Britain’s competitive advantage. 4
- (iii) Explain how a tourism business could use a SWOT analysis to help prepare for the London 2012 Games. 4
- (b) Businesses can have either a product orientation or a market orientation.
- (i) Describe each of these **two** business orientations. 2
- (ii) Which one of these is most likely to benefit a tourism business?
Give reasons for your choice. 2
- (16)**

[Turn over

4. Read the following case study.

Marks

Greg and Vicky are the owners of a small hotel in the East Neuk of Fife. Both the national and the local economy are experiencing difficult trading conditions, so they have decided to review their marketing activities in order to make the most of their limited marketing budget and ensure the continued success of their business.

The review reveals the following:

- they use press advertising (but don't really know how effective this is);
- they offer only an a la carte menu in the restaurant;
- they have recently developed a website;
- they have no data on the number of repeat customers they have.

- (a) (i) Explain how Greg and Vicky could use marketing research to improve their marketing mix. 4
- (ii) Suggest **four** ways in which they could evaluate the improvements to their marketing mix. 2
- (b) Explain **two** changes they could make to their product and/or their price to ensure that they continue to attract customers during these difficult trading conditions. 4
- (c) The hospitality sector is increasingly using electronic methods of promotion and distribution. 2
- Describe **two** methods Greg and Vicky could use to promote their business. 2
- (d) Explain how their staff can contribute to achieving success for the business. 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 on **Map 1 Question 5**.

- (i) Town A
- (ii) Town B
- (iii) Natural feature C
- (iv) Island D
- (v) River E

5

(b) Plot the following tourist destinations on **Map 1 Question 5**.

- (i) Loch Fyne
- (ii) Pentland Firth
- (iii) Cuillin Hills
- (iv) Caledonian Canal
- (v) Dundee

5

(c) In which Scottish Touring areas will you find the following tourist attractions?

- (i) Balmoral Castle
- (ii) Inverewe Gardens
- (iii) Melrose Abbey
- (iv) The Secret Bunker

4

(d) For **either** Perthshire **or** Loch Ness and Inverness, provide the following important tourist information:

- (i) a description of the location of the area in Scotland;
- (ii) the appeal of the area to the tourist;
- (iii) a National Trust for Scotland attraction;
- (iv) a man-made visitor attraction (other than your answer for 5(d)iii).

4

(18)

[Turn over

6. Read the following.

A modern languages teacher in a Glasgow secondary school is organising an exchange visit to Scotland for 20 Dutch students. The teacher wants the students to have a flavour of Scotland's scenery, culture, history and traditions without having to travel too far from Glasgow. She has decided to take them on a mini-bus tour which would include Argyll, the Isles, Loch Lomond, Stirling and the Trossachs.

- (a) (i) Give **two** reasons why this area would give the students a suitable flavour of Scotland. 2
- (ii) Devise a 5 day 4 night itinerary which starts and finishes in Glasgow. The itinerary should have **four** named overnight stops, a detailed route that the minibus would take between each of the overnight stops, and **one** named attraction that they could visit on **each** of the days. The attractions should include:
- a natural feature
 - a man-made visitor attraction
 - a country or forest park, and
 - a fresh water loch. 8
- (iii) Some of the students would like to take part in outdoor activities during their stay. Choose **two** outdoor activities and name an appropriate location for each. 2
- (b) The chairperson of a Robert Burns society based in Belfast has been asked to put together a three day break to Burns Country in Scotland.
- (i) Name a town in south west Scotland associated with Burns.
- (ii) Describe **two** places of interest in or around the town named in (i) above which are associated with the writer.
- (iii) Apart from Robert Burns attractions, suggest **two** other named visitor attractions they could visit in this area.
- (iv) The society members are travelling by coach and ferry from Belfast. Name the car ferry terminal on the Scottish mainland where they would arrive. 6

(18)

SECTION C

Tourist Destinations

Marks

7. (a) Identify **each** of the following tourist destinations as shown on **Map 2 Question 7**.

- (i) Country A
- (ii) City B
- (iii) Natural feature C
- (iv) Island Group D
- (v) River E

5

(b) Plot the following tourist destinations on **Map 2 Question 7**.

- (i) Galapagos Islands
- (ii) Adriatic Sea
- (iii) Jamaica
- (iv) Sydney
- (v) Mount Kilimanjaro

5

(c) In which country will you find the following tourist attractions?

- (i) The Colosseum
- (ii) Uluru
- (iii) Iguacu Falls
- (iv) Machu Picchu

4

(d) For **either** New Zealand **or** South Africa provide the following important tourist information.

- (i) The capital city
- (ii) The time difference from the UK
- (iii) A natural feature
- (iv) The currency used

4

(18)

[Turn over for Question 8 on Page eight]

8. Read the following.

G.R. Photoholidays is a company which organises holidays for amateur photographers. The company is looking to expand its range of destinations into Egypt, Kenya and India so that its customers can visit locations for photo opportunities which will include aspects of the country's landscape, architecture and sporting appeal.

(a) Choose **one** country from **Egypt, Kenya** or **India** and provide the following information.

- | | |
|---|---|
| (i) The main entry airport and flying time from the UK. | 2 |
| (ii) A brief description of the location of the country. | 2 |
| (iii) Examples of locations where they could find photo opportunities of: | |
| • an area of outstanding natural beauty | |
| • an example of architectural or man-made attractions. | 2 |
| (iv) A description of the country's climate. | 2 |
| (v) Two possible health and/or safety risks of undertaking a holiday in that country. | 2 |

A geography teacher in a Scottish secondary school is organising a long haul trip for 30 students to New Zealand. She wants to arrange stopovers to either Hawaii or Las Vegas on the outbound journey and either Bangkok or Singapore on the return journey.

- (b) Choose **one** of the outbound stopovers and **one** of the return stopovers and
- (i) describe the geographical location of each stopover;
 - (ii) describe one place of interest at each stopover which would be of interest to the students;
 - (iii) give an example of local traditional cuisine that the students could sample in each of the stopover destinations;
 - (iv) give an example of arts and crafts souvenirs that the students could purchase at each stopover.

8
(18)

[END OF QUESTION PAPER]

FOR OFFICIAL USE

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X217/302

NATIONAL
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2010

THURSDAY, 3 JUNE
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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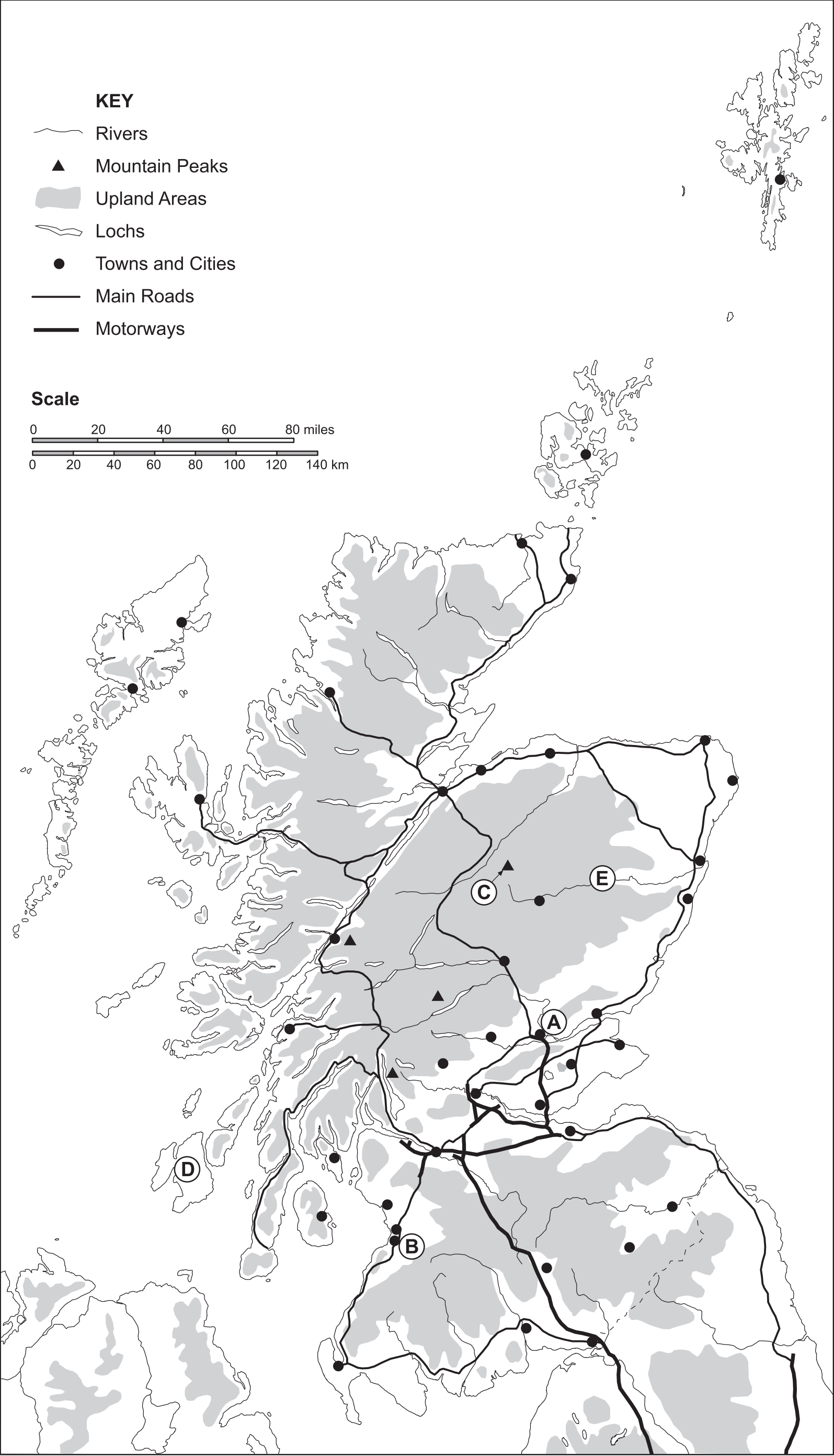
Scottish candidate number

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Number of seat

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





Map 2 Question 7



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