

FOR OFFICIAL USE

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Total

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**X217/201**

NATIONAL  
QUALIFICATIONS  
2009

THURSDAY, 4 JUNE  
1.00 PM – 2.45 PM

TRAVEL AND  
TOURISM  
INTERMEDIATE 2

**Fill in these boxes and read what is printed below.**

Full name of centre

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Town

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Forename(s)

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Surname

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Date of birth

Day Month Year

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Scottish candidate number

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Candidates should answer all questions.

Read the questions carefully before starting to answer and allow enough time to answer all questions. Answers should be clearly expressed and relevant to the question.

Before leaving the examination room you must give this booklet to the invigilator. If you do not, you may lose all the marks for this paper.



**[BLANK PAGE]**

Marks

**Question 1**

- (a) Mr and Mrs Hamilton from New York are spending two weeks visiting their daughter Louise who is studying at St Andrews University. They will be described as tourists because they are travelling away from home. Give **two** other reasons which explain why they can be described as tourists.

Reason 1 \_\_\_\_\_

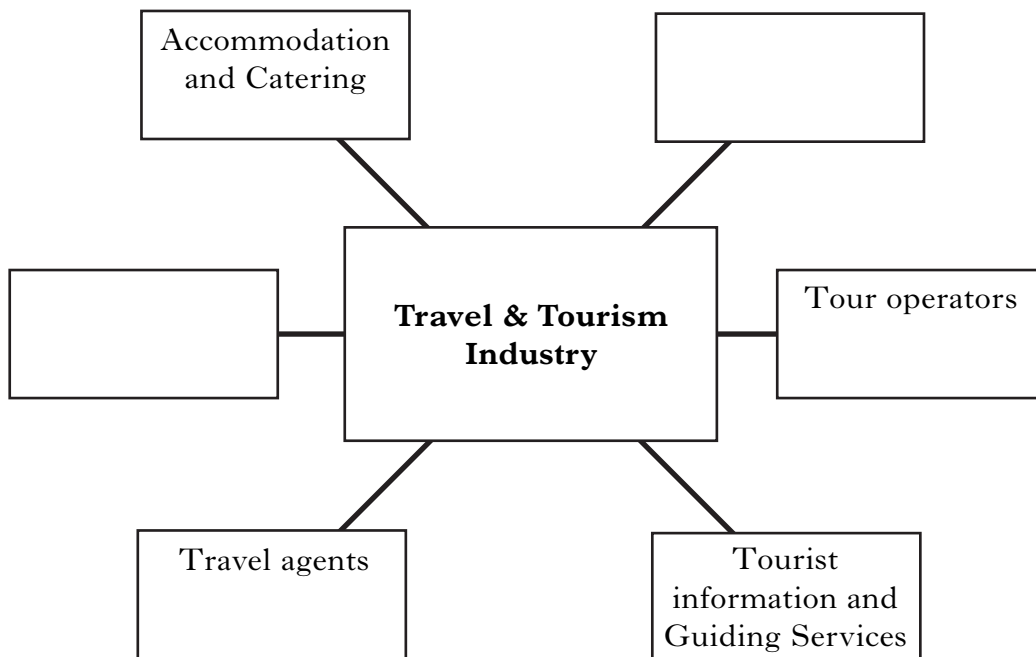
\_\_\_\_\_

Reason 2 \_\_\_\_\_

\_\_\_\_\_

2

- (b) The travel and tourism industry has many sectors. Four are shown in the diagram below. Complete this diagram by adding **two** others in the empty boxes.



2

- (c) (i) Explain what is meant by the term **business tourism**.

\_\_\_\_\_

\_\_\_\_\_

- (ii) Give an example.

\_\_\_\_\_

2  
(6)

**[Turn over**

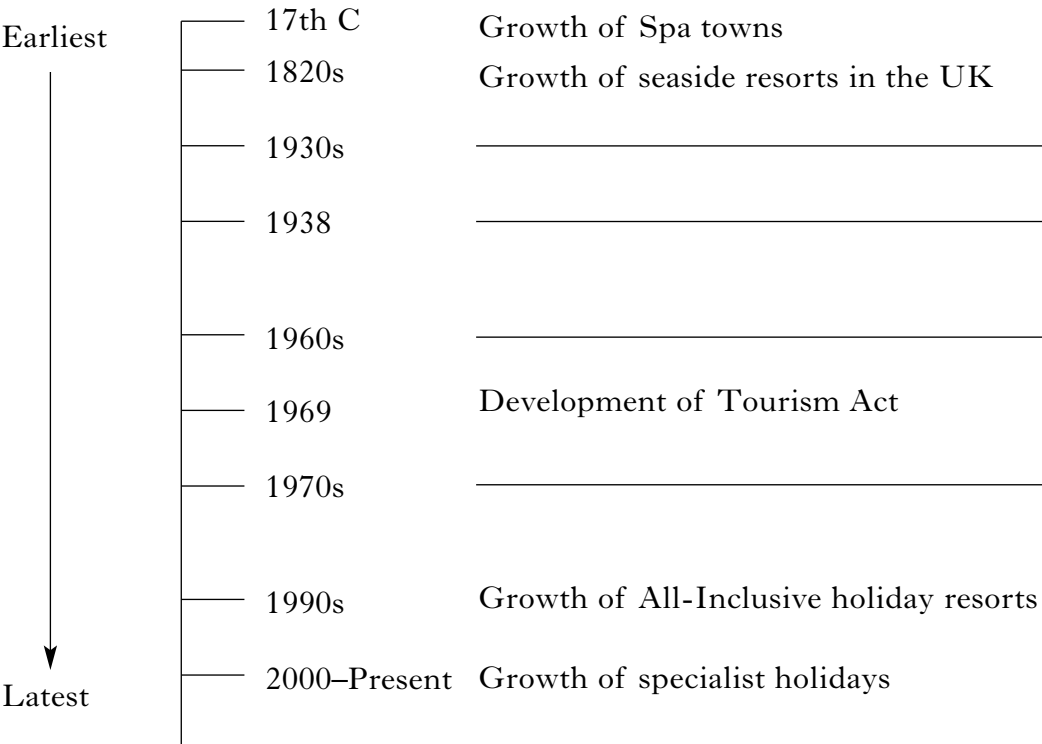
Marks

**Question 2**

(a) The timeline below shows five of the main events which contributed to the growth of the tourist industry.

Four other important events are listed below. Place these at the appropriate blank spaces on the timeline.

- Development of wide-bodied jets (eg Boeing 747)
- Beginning of package holidays to Identikit resorts
- Holidays with Pay Act
- Opening of the first Holiday Camps in the UK (eg Butlins)



3

(b) (i) Explain what is meant by “package holidays to Identikit resorts”.

\_\_\_\_\_

\_\_\_\_\_

2

(ii) Name an example of this type of resort.

\_\_\_\_\_

1

*Marks*

**Question 2 (continued)**

- (c) In what ways did the 1969 Development of Tourism Act help the growth of the UK travel and tourism industry?

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**2  
(8)**

**[Turn over**

*Marks***Question 3**

- (a) Identify **two** current trends in **domestic** tourism, ie within the UK.

Trend 1 \_\_\_\_\_

Trend 2 \_\_\_\_\_

**2**

- (b) Providers of tourist attractions and services can be classified as **Public**, **Private** or **Voluntary**.

Look carefully at the providers in the list below and place them in the appropriate column in the table. A correct example has been provided for you in each column.

- Libraries and Art Galleries
- Theme Parks
- National Trust Properties
- Transport Companies

| <b>Public</b>               | <b>Private</b>          | <b>Voluntary</b> |
|-----------------------------|-------------------------|------------------|
| Tourist Information Centres | Hotels and Guest Houses | Youth Hostels    |
|                             |                         |                  |
|                             |                         |                  |
|                             |                         |                  |

**4**

- (c) Voluntary and Public providers of travel and tourism services can get money in similar ways. Give **two** ways of obtaining this money.

1 \_\_\_\_\_

2 \_\_\_\_\_

**2****(8)**

**[Turn over for Question 4 on *Page eight***

Marks

Question 4



The picture above shows mass tourist development in a Mediterranean coastal area.

Describe the possible **negative** social, cultural and environmental impacts such developments may bring.

Social Impacts

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**Question 4 (continued)**

*Marks*

Cultural Impacts

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Environmental Impacts

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**(6)**

**[Turn over**

Marks

Question 5



The pictures above show tourism development on an island destination where the principles of “green tourism” have been carefully applied.

(a) (i) Explain what is meant by green tourism.

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1

Marks

**Question 5 (a) (continued)**

- (ii) Give examples of the ways in which developments such as this could be designed and managed to meet the principles of green tourism.

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4

- (b) Tourism development will bring increased employment for the people of this area. Describe fully **one** other **economic** benefit to the community.

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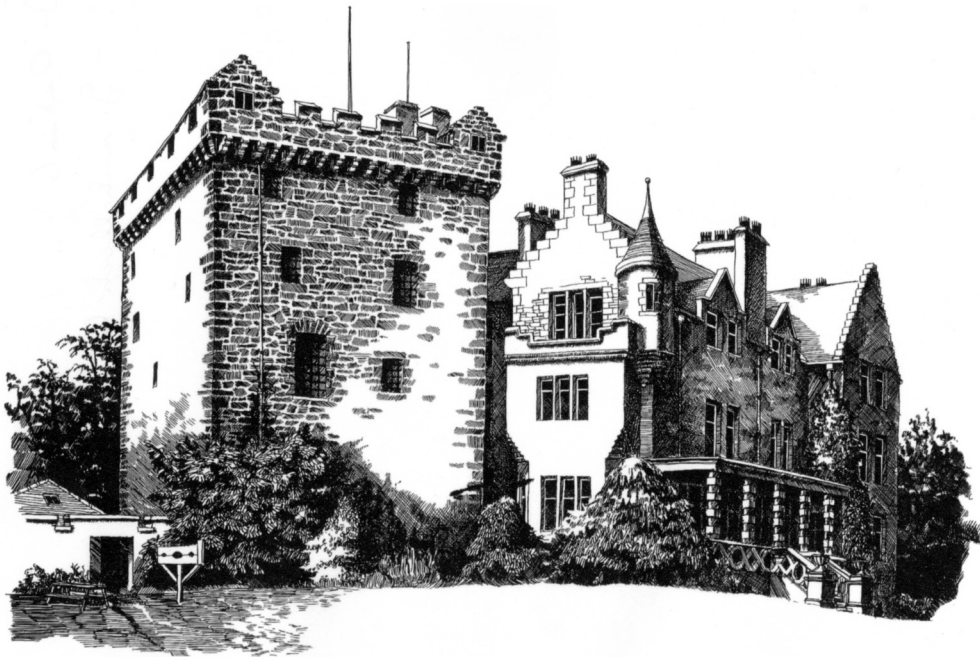
1

(6)

**[Turn over**

Question 6

Invershalloch House



- Open from 1 April to 1 October
- Set in peaceful parkland containing extensive walled gardens
- Major collection of sculptures, paintings and period furniture
- Tearoom and local craft shop
- Car and limited coach parking (pre booking recommended for coaches)
- Museum of farming life
- Wildlife walks



Invershalloch House, a stately home in the Western Highlands of Scotland, is shown above together with some key facts about it.

- (a) Suggest **two** employment opportunities at Invershalloch House during the tourist season.

1 \_\_\_\_\_

2 \_\_\_\_\_

2

Marks

**Question 6 (continued)**

- (b) Information leaflets are produced each year as a method of attracting visitors to Invershalloch House. Suggest **two** possible locations where these leaflets could be placed so that visitors to the area might be made aware of this attraction.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

2

- (c) Suggest **one** other method that could be used to promote Invershalloch House to **inbound tourists**.

\_\_\_\_\_

\_\_\_\_\_

1

- (d) At present Invershalloch House attracts a lot of school parties and family groups. Give examples of **two** other domestic client groups who might visit it.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

2

- (e) Suggest **one** reason why Invershalloch House does not remain open during the winter months.

\_\_\_\_\_

\_\_\_\_\_

1

(8)

**[Turn over**

*Marks***Question 7**

Faraway Travel is an independent tour operator that specialises in providing activity holidays to mountain regions in different continents.

To sell its holidays, it produces brochures for High Street travel agents.

- (a) Describe **two** disadvantages of printed brochures.

1 \_\_\_\_\_  
\_\_\_\_\_

2 \_\_\_\_\_  
\_\_\_\_\_

**2**

- (b) In addition to printed brochures, suggest **one** other way in which the company could promote its holidays **to existing customers**.

\_\_\_\_\_

**1**

- (c) To further promote its business, Faraway Travel will take part in a National Tourism Exhibition in Manchester.

- (i) Give **two** reasons why taking part in this exhibition will be good for the company.

1 \_\_\_\_\_  
\_\_\_\_\_

2 \_\_\_\_\_  
\_\_\_\_\_

**2**

- (ii) The company wishes to design a promotional leaflet, based on AIDA principles, to give to visitors at the exhibition.

Some recommendations for a well designed promotional leaflet are shown on the planning sheet (Reference Diagram Q7) on the opposite page. Complete this diagram by writing in further recommendations in each of the spaces provided.

**Question 7 (c) (ii) (continued)**

*Marks*

**Reference Diagram Question 7**

**Promotional leaflet planning sheet (AIDA)**

|                                                                                                                                                                                                                                                                                                                                                                                  |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <p style="text-align: center;"><b>ATTENTION</b></p> <ul style="list-style-type: none"><li>• Use of colour</li><li>• Good choice of fonts and print style</li><li>• Use of humour/fun approach</li><li>• _____</li></ul>                                                                                                                                                          | <b>1</b> |
| <p style="text-align: center;"><b>INTEREST</b></p> <ul style="list-style-type: none"><li>• Keep the reader interested in the product by developing a storyline rather than just a series of facts.</li></ul>                                                                                                                                                                     |          |
| <p style="text-align: center;"><b>DESIRE</b></p> <ul style="list-style-type: none"><li>• Personalise the information so that the potential customer feels the holiday is being provided just for them.</li><li>• Make the potential customer feel that he or she is already there.</li><li>• Show the customer how they will benefit from the holiday.</li><li>• _____</li></ul> | <b>1</b> |
| <p style="text-align: center;"><b>ACTION</b></p> <ul style="list-style-type: none"><li>• Provide a free phone number</li><li>• Provide a telephone number</li><li>• Provide a fax number</li><li>• Provide a location map/address</li><li>• _____</li></ul>                                                                                                                      | <b>1</b> |

**(8)**

Marks

**Question 8**

Margaret Barron has turned up for her first day of work as receptionist at the 5 star Newfirth Hotel.

Suggest **four** things about her appearance that she should be made aware of which are important for staff dealing with the public.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

**(4)**

**Question 9**

Describe in detail the benefits to a business of providing good customer service.

\_\_\_\_\_

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**(5)**

Marks

**Question 10**

Describe what a direct sell tour operator could put on a website to promote its products and services.

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(4)

**Question 11**

Both front office and back office functions in the travel and tourism industry use Information Technology (IT). Name any **front office function** of IT and describe its use in a travel agency.

Front office function \_\_\_\_\_

1

Description \_\_\_\_\_

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2

(3)

[Turn over

**Question 12**

*Marks*

Study the map of the United Kingdom in **Reference Diagram Q12** on the opposite page and identify the tourist destinations marked 1 to 5.

- 1 \_\_\_\_\_ City
- 2 \_\_\_\_\_ Scenic Feature
- 3 \_\_\_\_\_ City
- 4 \_\_\_\_\_ River
- 5 \_\_\_\_\_ Scenic Area

**(5)**

## Reference Diagram Q12



[Turn over

**Question 13**

*Marks*

Use the map of Europe in **Reference Diagram Q13** on the opposite page to complete the table below.

|   | Destination Name | Destination Type (City Break, Winter or Summer Sun, Scenic or Winter Sport) |
|---|------------------|-----------------------------------------------------------------------------|
| 1 |                  |                                                                             |
| 2 |                  |                                                                             |
| 3 |                  |                                                                             |
| 4 |                  |                                                                             |

**(8)**

### Reference Diagram Q13



[Turn over

**Question 14**

*Marks*

Study the map of the Americas in **Reference Diagram Q14** on the opposite page and identify the tourist destinations marked 1 to 3.

- 1 \_\_\_\_\_ Island
- 2 \_\_\_\_\_ City
- 3 \_\_\_\_\_ Scenic Area

**(3)**

**Reference Diagram Q14**



**[Turn over**

**Question 15**

*Marks*

For either Glasgow **or** Edinburgh complete the following tourism fact file.

|                                                                    |  |
|--------------------------------------------------------------------|--|
| <b>City</b>                                                        |  |
| 4 attractions                                                      |  |
| Approximate journey time, by rail,<br>from London                  |  |
| Approximate transfer time to city<br>centre from nearest Airport   |  |
| A visitor attraction outwith the city,<br>suitable for a day visit |  |

**(7)**

*Marks*

**Question 16**

Mr and Mrs Carter are a retired couple in their mid 70s. They are looking to book a summer holiday on the Mediterranean coast. They enjoy exploring local places of interest.

Imagine you are a travel adviser. Write a report which makes a recommendation based on the following information.

- A named coastal area
- A resort in that area
- A possible gateway airport
- A city it would be possible to visit on a day trip
- Possible specialities in food or drink
- **One** named attraction they could visit

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(6)

**[Turn over**

**Question 17**

*Marks*

For either Florida, **or** a Caribbean Island, provide the following information.

Choice \_\_\_\_\_

(a) Possible weather problems in August

\_\_\_\_\_

**2**

(b) Two resorts a family with children might stay in

\_\_\_\_\_

**2**

(c) An attraction the family might visit

\_\_\_\_\_

**1**

**(5)**

**Total (100)**

[END OF QUESTION PAPER]

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|              | <b>Marks</b> | <b>Out of</b> |
|--------------|--------------|---------------|
| Question 1   |              | 6             |
| Question 2   |              | 8             |
| Question 3   |              | 8             |
| Question 4   |              | 6             |
| Question 5   |              | 6             |
| Question 6   |              | 8             |
| Question 7   |              | 8             |
| Question 8   |              | 4             |
| Question 9   |              | 5             |
| Question 10  |              | 4             |
| Question 11  |              | 3             |
| Question 12  |              | 5             |
| Question 13  |              | 8             |
| Question 14  |              | 3             |
| Question 15  |              | 7             |
| Question 16  |              | 6             |
| Question 17  |              | 5             |
| <b>Total</b> |              | 100           |