

FOR OFFICIAL USE

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Total

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X217/201

NATIONAL
QUALIFICATIONS
2010

THURSDAY, 3 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

--

Forename(s)

--

Surname

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Date of birth

Day Month Year

--	--	--	--	--	--

Scottish candidate number

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Number of seat

--

A separate leaflet is enclosed for use with Question 7.

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.



*Marks***Question 1**

- (a) Amy, who lives in Edinburgh, has two tickets for the final day of the T in the Park music festival. She is going with her sister Tracey, who is on a short three-day visit home from her work in London.

Give **three** reasons why only Tracey will be classed as a tourist during their visit to the festival.

Reason 1 _____

Reason 2 _____

Reason 3 _____

3

- (b) T in the Park is held at Balado in rural Perth and Kinross. State **two** possible problems which could be caused by holding the festival in this area.

Problem 1 _____

Problem 2 _____

2

- (c) Suggest a suitable method of advertising this music festival and give **one** reason to support your choice.

Chosen method _____

Reason _____

2**(7)**

Marks

Question 2

- (a) Thomas Cook is one of the largest Outbound Tour Operators in the UK. Explain what is meant by the term **“Outbound Tour Operator”**.

2

- (b) Thomas Cook founded this company in 1845. Give **two** reasons why Thomas Cook was an important person in the early development of the tourist industry.

Reason 1

Reason 2

2

- (c) (i) Give an example of **one technological development** in the **19th century** which led to an increase in travel and tourism.

- (ii) Give an example of **one 20th century social development** which led to an increase in travel and tourism.

2

- (d) Describe **two** ways in which the growth of “low cost/no frills” airlines has contributed to the development of the tourist industry in Europe.

1

2

2

(8)

[Turn over

*Marks***Question 3**

- (a) What is the difference between **leisure** and **tourism**?

1

- (b) Describe the role of a **business** travel agent.

1

- (c) Complete the table below. The first row has already been completed using Hilton Hotels as an example.

Sector (Private, public or voluntary)	Example of Provider	Method of Funding Business	Employment opportunity in the business
Private	Hilton Hotels	Charges for accommodation, food/drink etc	Chef
	Tourist Information Centre	Government or local government grants or subsidies	
	National Trust for Scotland		Ranger or Warden
Private		Airfares	

**6
(8)**

[Turn over for Question 4 on *Page six*

Question 4

The pictures below show Antabi Island, a newly developed long haul tourist destination in a group of islands in the Indian Ocean. Read the passage of information and answer the questions which follow.



The island lies 45 minutes by speedboat from the airport. Accommodation is in 150 attractively furnished rooms, which have air-conditioning, balcony, bath/shower and telephone. Facilities include restaurant, two bars, one beach bar, windsurfing, water-skiing, parasailing and canoeing, plus daily free snorkelling trips to the island's reefs are provided. The beach is coarse coral white sand and the large lagoon is ideal for water sports.

Marks

Question 4 (continued)

- (a) Explain what is meant by a long haul destination.

1

- (b) Increased tourism to Antabi could bring many benefits to the island group. In the table below give **one** example for each type of benefit.

Benefit	Example
Social	
Economic	
Cultural	

3

- (c) The island's government is keen to apply the principles of **green tourism** to protect the environment of Antabi and the seas around it from the effects of tourism. Give **four** different examples of how this could be achieved.

1

2

3

4

4
(8)

[Turn over]

Marks

Question 5

- (a) Complete the table below giving **one** example of a major user group for each of the providers described.

You must give a **different** user group for each provider.

Provider	Major User Group
A large theme park near London	
A large hotel with conference facilities in Manchester	
A National Trust for Scotland stately home with catering facilities near Edinburgh	
A Bed & Breakfast cottage on the Isle of Skye	

4

- (b) (i) Give **one** reason why it is important for providers of Travel and Tourism services to carry out market research.

Reason _____

1

- (ii) Give any **one** method providers can use to research their market.

Method chosen _____

1

(6)

*Marks***Question 6**

- (a) Package holidays remain popular with UK holidaymakers. Identify **two** reasons for this.

Reason 1 _____

Reason 2 _____

2

- (b) Give **two** examples of possible job opportunities within companies that provide package holidays.

Example 1 _____

Example 2 _____

2

- (c) Identify **two** current trends in:

- (i) **outbound** tourism from the UK;

Trend 1 _____

Trend 2 _____

- (ii) **domestic** tourism within the UK.

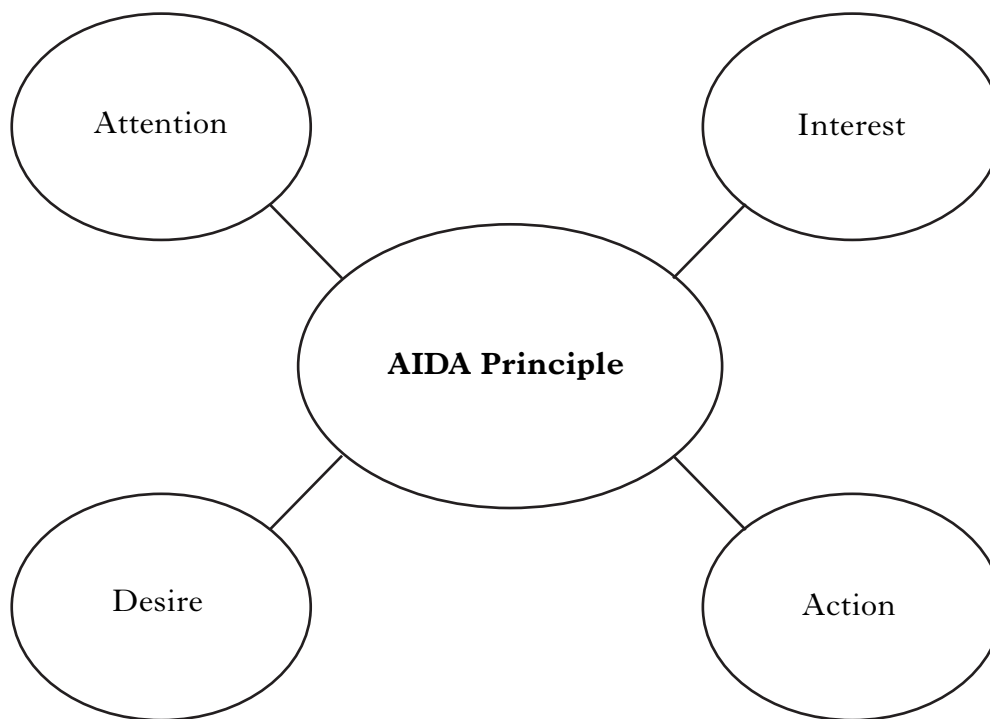
Trend 1 _____

Trend 2 _____

**4
(8)****[Turn over]**

Question 7

In designing leaflets promoting their product, tourism providers use the AIDA principle. This principle is shown in the diagram below.



Look carefully at the enclosed leaflet, “What happened to me at the Battle of Culloden?”, and answer the questions below.

- (a) Describe how the leaflet might **interest** the reader and encourage a visit to Culloden Battlefield.

2

- (b) Describe how the leaflet might encourage the reader to take **action** to visit Culloden Battlefield.

2

Marks

Question 7 (continued)

- (c) Suggest **two** locations where this leaflet could be displayed so that potential visitors would be made aware of the Culloden Battlefield experience.

Location 1 _____

Location 2 _____

2

- (d) The leaflet indicates that the Culloden Battlefield site wishes to attract visitors other than tourists.

Identify one of these visitor groups.

1

(7)

[Turn over

*Marks***Question 8**

- (a) You apply for a job as a receptionist in a busy city centre hotel in Glasgow. During the interview you are asked to provide an answer to the following scenario.

A first time visitor to the hotel arrives looking for a room for the night. List **three** things the visitor might notice which could influence her **first impressions** of the hotel.

1 _____

2 _____

3 _____

3

- (b) As the hotel prides itself on achieving high levels of customer satisfaction you are then asked to give **two** examples of what could be done to **treat the customer as an individual**.

1 _____

2 _____

2

- (c) Although the hotel receives few complaints, the manager recognises these may occur. Give **one** reason why businesses should welcome complaints from customers.

Reason _____

**1
(6)**

[Turn over for Question 9 on *Page fourteen*

Marks

Question 9

- (a) In the table below give **two** examples of the use of IT in each business.
Four **different** examples must be given.

Business 1	Business 2
A small B&B near Inverness 	A new theme park in the Lake District 
Example 1	Example 1
Example 2	Example 2

4

- (b) **Viewdata and Galileo** are examples of computerised systems that are used by many companies in the travel industry.

Give a **named** example of a business that may use the system and give a brief description of what it does.

- (i) Name of system and business using it.

1

- (ii) Description of what the system does.

1

Marks

Question 9 (continued)

- (c) Many visitor attractions use **electronic interactive displays** as part of their exhibition. The general manager of an established attraction is considering introducing interactive displays.

Explain, giving an example, what is meant by interactive display.

Example _____

Explanation _____

**2
(8)**

[Turn over

Question 10

Diagram Q10

Marks



Study the map of the United Kingdom in Diagram Q10 above and identify the tourist destinations marked 1 to 5.

- 1 _____ City
- 2 _____ Resort
- 3 _____ River
- 4 _____ Loch
- 5 _____ National Park

(5)

Question 11

Diagram Q11



Study the map of Europe in Diagram Q11 above and identify the tourist destinations marked 1 to 5.

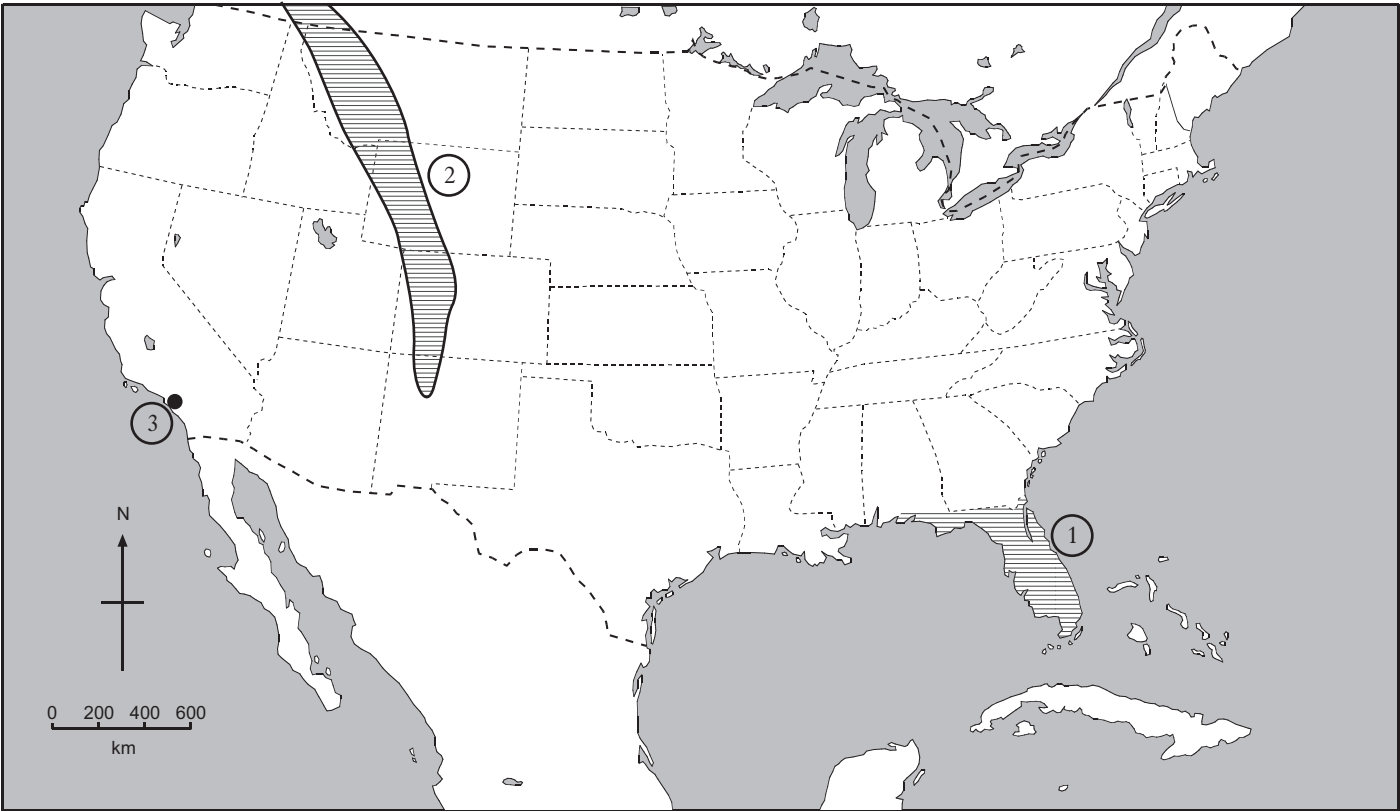
- 1 _____ Country
- 2 _____ City
- 3 _____ Island
- 4 _____ Coastal Area
- 5 _____ Scenic Area

(5)

[Turn over

Question 12

Diagram Q12



Use the map of the USA and the Caribbean in Diagram Q12 above to complete the table below.

Marks

	Destination Name	Destination Type (city break, scenic, all year round sun)
1		
2		
3		

(6)

DO NOT
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*Marks***Question 13**

- (a) You work for VisitScotland and receive an e-mail from a German couple who wish to visit Edinburgh **or** Glasgow during August. They have a particular interest in art and culture.

Suggest **three** named tourist attractions that you would recommend they visit during their stay, one of which must be outside your chosen city.

City _____

1 Inside City _____

2 Inside City _____

3 Outside City _____

3

- (b) Before the couple return to Germany they plan to travel to London to visit friends. They would like to travel by train so that they can see some of the British countryside. Complete the table below to help them plan their journey from Edinburgh **or** Glasgow to London.

Edinburgh or Glasgow departure point	
London arrival point	
Approximate journey time between city centres	

**3
(6)****[Turn over]**

Marks

Question 14

- (a) Identify the **two** European city destinations that are represented by the following images.



CITY 1 _____ CITY 2 _____

2

- (b) Choose **either** City 1 **or** City 2 and complete the following table about your chosen destination.

City	
Approximate flight time from Glasgow Airport	
Name of suitable gateway airport at destination	
One historic tourist attraction	
One other named tourist attraction	
One local food or drink speciality	

1

1

1

1

1

(7)

*Marks***Question 15**

Mr and Mrs Duncan are considering a family holiday with their two teenage children to **either** Florida **or** a Caribbean Island.

Recommend a suitable destination.

Destination _____

(a) Give **two** reasons for your choice

Reason 1 _____

Reason 2 _____

2

(b) Name **two** appropriate tourist attractions suitable for the family.

1 _____

2 _____

2

(c) Give **one** possible disadvantage of travelling to this area in August.

1**(5)**

[END OF QUESTION PAPER]

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	Marks	Out of
Question 1		7
Question 2		8
Question 3		8
Question 4		8
Question 5		6
Question 6		8
Question 7		7
Question 8		6
Question 9		8
Question 10		5
Question 11		5
Question 12		6
Question 13		6
Question 14		7
Question 15		5
Total		100