



2013 Travel and Tourism

Higher

Finalised Marking Instructions

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Part One: General Marking Principles for Travel and Tourism – Higher

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the specific Marking Instructions for each question.

- (a)** Marks for each candidate response must always be assigned in line with these general marking principles and the specific Marking Instructions for the relevant question. If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader/Principal Assessor.
- (b)** Marking should always be positive ie, marks should be awarded for what is correct and not deducted for errors or omissions.

GENERAL MARKING ADVICE: Travel and Tourism – Higher

The marking schemes are written to assist in determining the “minimal acceptable answer” rather than listing every possible correct and incorrect answer. The following notes are offered to support Markers in making judgements on candidates’ evidence, and apply to marking both end of unit assessments and course assessments.

Part Two: Marking Instructions for each Question

Section A

Question			Expected Answer/s	Max Mark	Additional Guidance
1	a	i	<p>4 marks (1 mark for each correct definition – wording need not be exactly the same as below, but the meaning should be clear)</p> <p>Tourism: The business of providing & marketing services and facilities for travellers- could also include transport, accommodation and attractions.</p>	1	
1	a	ii	<p>Tourist trip: A stay of one or more nights away from home for holidays, visits to friends and relatives, business/conference trips or any other purposes except such activity as boarding education or semi-permanent employment.</p>	1	
1	a	iii	<p>Tourism generating country: The country in which the tourist normally lives and from which he or she departs.</p>	1	
1	a	iv	<p>Leisure day visit: A trip made from home for leisure activities, not involving an overnight stay.</p>	1	

Question			Expected Answer/s	Max Mark	Additional Guidance
1	b		<p>CAA - Civil Aviation Authority is responsible for regulating civil aviation in Britain. UK regulator for flight safety.</p> <p>Of particular interest to Travel and Tourism Students is its role in:</p> <ul style="list-style-type: none"> • Licensing of air travel organisers (tour operators) through the ATOL system. • Regulating air navigation services (with MOD) through Air Traffic Control Services. • Air transport licensing including certification of airlines, airport, flight crew and engineers and approval of fares. • Airworthiness and operational safety of British carriers. • Research and publications of statistics. Often useful to the travel trade for planning purposes (busiest airports, volume carried by competitors etc). • Managing subsidiary company ATUC, the Air Transport Users Committee, which acts as a watchdog for air transport customers. <p>Any 4 points, 1 mark for each</p>	4	
1	c		<p>6 marks (1 mark for 2 examples, 1 for each correctly identified element of the scheme to a maximum of 3 and 1 mark for each reason).</p>		
1	c	i	<p>Services might include: accommodation, food, conference venues, spa facilities etc. Any reasonable example should be accepted.</p>	1	

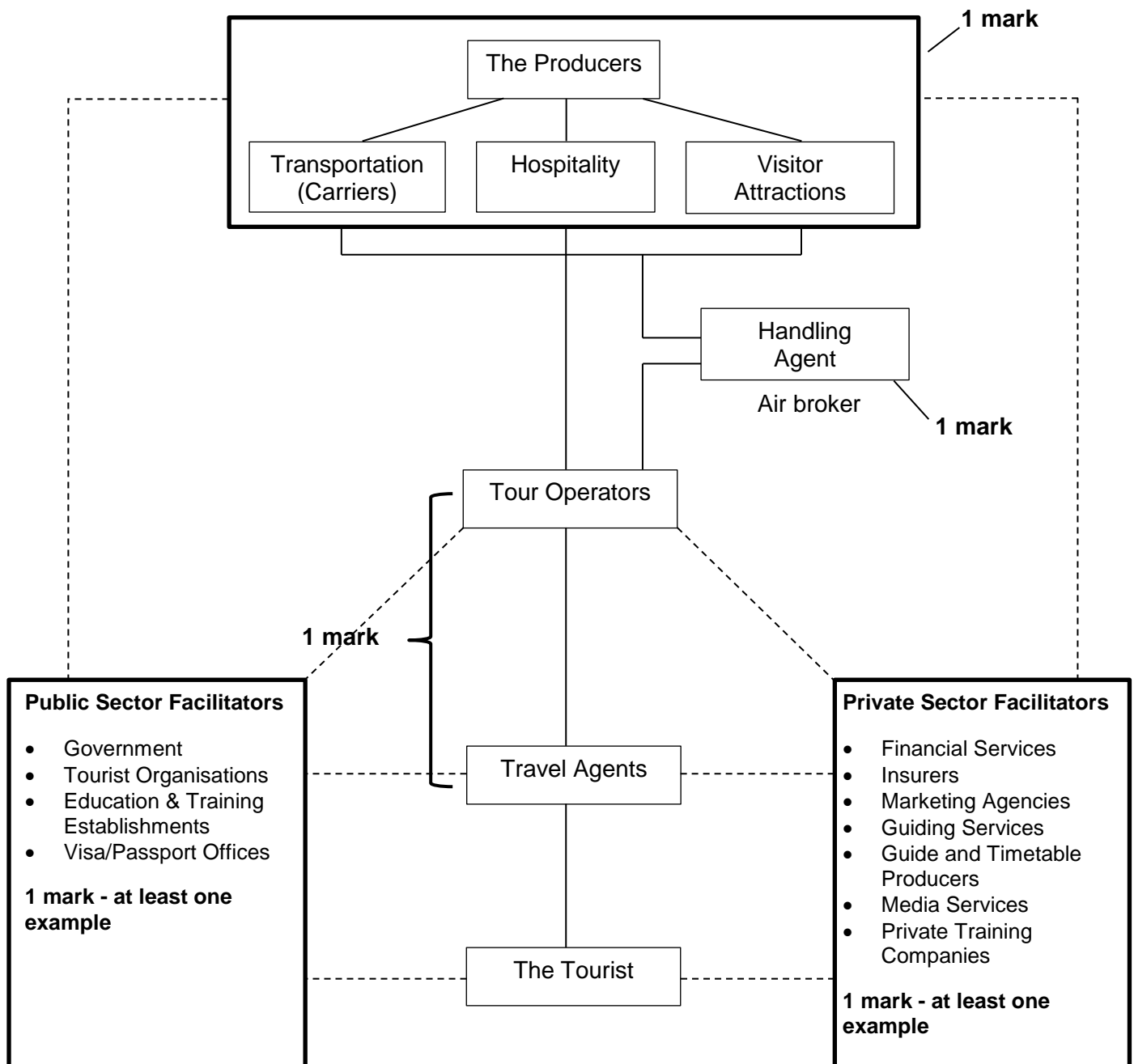
Question			Expected Answer/s	Max Mark	Additional Guidance
1	c	ii	<p>Purpose of the scheme is to recognise quality and excellence in all categories of eating establishments, from tea-rooms to take-aways, pubs to restaurants and is open to all businesses serving food and drinks.</p> <p>It operates by:</p> <ul style="list-style-type: none"> • Raising profile of Scottish food and encourage use of local produce. • Sending a food adviser annually to check quality against set criteria. • If the requirements are met, the establishment is given an EatScotland award. • It will then be eligible to appear on eatscotland.com, showing photos and sample menus. A certificate and stickers are also awarded to promote the business and give reassurance to customers. 	3	<p>1 mark explaining purpose of scheme</p> <p>2 marks for how it operates</p>
1	c	iii	<p>The hospitality sector is an important sector of the industry because:</p> <ul style="list-style-type: none"> • It provides lots of employment opportunities. • Contributes a large percentage of total customer spend (accommodation, restaurants, tea-rooms, bars, etc). • Places to stay & eat <p>Any other valid reason</p>	2	

Question		Expected Answer/s	Max Mark	Additional Guidance
1	d	<p>This question is likely to generate a wide variety of responses. Marker discretion is required to make a judgement based on what is happening in the industry at the time of the examination. All reasonable options should be accepted.</p> <p>At the time of writing possible responses might include:</p> <p>Named political events:</p> <ul style="list-style-type: none"> • Political/social turmoil in Egypt leading to suspension of travel to that area. • Political unrest in Thailand leading to fall in holidays offered. • Political unrest in Greece leading to a fall in the number of holiday trips to that country. <p>Named economic events:</p> <ul style="list-style-type: none"> • Increase in fuel costs leading to fare increases in all forms of transport. • Loss of consumer confidence leading to slow down in bookings with impact on companies like Thomas Cook. • Increase in the number of 'staycations' in the UK thus boosting domestic tourism. • Economic turmoil in the Eurozone may see an increase in people holidaying in their own country. <p>Vague responses should not be accepted.</p> <p>2 marks 1 mark for correct example & impact</p>	2	

Question		Expected Answer/s	Max Mark	Additional Guidance
2	a	<p>Scheduled: operates according to a published schedule – operate regardless if they aren't full</p> <p>Chartered: offers air transport as part of a package deal. If flights aren't full, they can be cancelled or consolidated, with flight times being changed accordingly.</p> <p>Any other valid point</p> <p>1 mark for correct description of a scheduled airline, 1 mark for correct description of a charter airline</p>	2	
2	b	<p>This is an example of horizontal integration, because both companies involved are at the same level in the chain of distribution (they're both producers).</p> <p>1 mark for correct identification of the form of integration and 1 mark for a correct explanation</p>	2	
2	c	<p>Benefits for UK Airways:</p> <ul style="list-style-type: none"> • Increased number of routes. • Increased number of slots. • Economies of scale. • Increased market share. • Reduced competition. • Greater negotiating and buying power when dealing with suppliers. • More funding for marketing • Increased sales volume, larger turnover, more investment and larger profits. <p>Benefits for Southern British International:</p> <ul style="list-style-type: none"> • Financial security due to takeover with a successful company. • Jobs will be saved in the airline and its suppliers. • Shareholder investment will be secure. <p>Any other valid point</p> <p>1 mark for each correct benefit</p>	2	

Question			Expected Answer/s	Max Mark	Additional Guidance
2	d		<p>One potential negative for staff is the possibility of redundancies due to the merging of functions such as HR, Finance etc.</p> <p>Any other valid point</p>	1	
2	e		<p>Potential negative impacts for customers could include:</p> <ul style="list-style-type: none"> • Reduced choice. • The possibility of higher prices due to lack of competition and the dominance of the large company created. • Loss of customer loyalty. <p>Any other valid point</p>	1	
2	f		<p>Named low cost airline: Ryan Air, Jet 2 etc</p> <p>Advantages – wider range of destinations, cheaper fares</p> <p>Disadvantages – restricted luggage allowance, arrival airports are remote from destination, no connections, poor customer service</p> <p>Any other valid point</p> <p>Named low cost airline – 1 mark, 1 advantage, 1 disadvantage – 2 marks</p>	3	

Question			Expected Answer/s	Max Mark	Additional Guidance
2	g			5 (As indicated)	



Question			Expected Answer/s	Max Mark	Additional Guidance
3	a		VisitScotland is the government agency responsible for promoting tourism to and in Scotland in order to maximise the economic advantage for the country.	1	
3	b		<ul style="list-style-type: none"> • The Scottish tourist industry is fragmented, ie it is made up of many different parts and in order for the industry to be successful, each of these parts must work together. • For example, we need good visitor attractions or people are less likely to come therefore must act as the main motivator to attract visitors to come to Scotland. • If it is difficult to get to Scotland, then fewer visitors are likely to come, so the transport sector has to perform well by providing good accessibility to Scotland at competitive prices so that it's easy for visitors to get here. • Once they arrive, visitors need a variety of types of accommodation and catering to meet their needs, so the hospitality sector must provide a variety of different types of accommodation, restaurants, bars etc. to cater for visitors of all types. • In some cases it may be possible for local visitor attractions, transport providers and accommodation providers to get together to provide a package to make it easy for visitors to choose to visit their area. <p>1 mark for an explanation and 1 mark for each example to a maximum of 3. Answers are likely to vary considerably and all reasonable answers which display an understanding of how tourism businesses are interrelated should be accepted</p>	4	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	c	<ul style="list-style-type: none"> Events, particularly large sporting and cultural events are very high profile, therefore often achieve wide coverage on television and other forms of advertising. This can result in attracting large numbers of visitors. The increased awareness also results in increased customer numbers for individual businesses without them having to spend money on marketing. They boost the economy of the countries, cities and areas in which they are held. <p>Any other valid explanations</p> <p>2 × 1 mark</p>	2	
3	d	<p>This might be achieved by:</p> <ul style="list-style-type: none"> Improving road networks. Increasing the number of routes/flights to airports in Scotland. Improving/increasing rail services. Introducing pedestrian areas in large cities. Improving/increasing ferry services to Scottish islands. Increased use of the Internet to facilitate bookings. Increased number of points of sale to make booking easier. <p>Any other valid point</p> <p>1 mark for each example</p>	3	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	e	<p>The other elements of the marketing mix are: Product, Price and Promotion</p> <p>Product:</p> <p>In order to improve the success of Scottish tourism it's important that we offer a product that is attractive to our target markets. In order to attract repeat business, we must ensure that we are constantly adding to what is on offer to visitors to Scotland eg genealogy tourism, green tourism, etc.</p> <p>Price:</p> <p>Tourism businesses must get the pricing right if they are to attract customers and also make a profit. The prices set must be balanced with the quality of the product on offer, ie a premium product must have a premium price etc. Value for money must be built into our pricing.</p> <p>Promotion:</p> <p>By using effective promotion, businesses operating in the Scottish Tourist industry can attract visitors in sufficient numbers to make a profit for their business and make a successful tourism industry for Scotland. Forms of promotion can include, advertising, sales promotion, and PR.</p> <p>1 mark for each correct identification (3) and 1 mark for each correct example (3). Answers are likely to vary considerably and any answer that displays an understanding of the principles of marketing and how they can be applied to Scottish tourism should be accepted.</p>	6	

Question		Expected Answer/s	Max Mark	Additional Guidance
4	a	<p>Quality customer service contributes to competitive advantage by:</p> <ul style="list-style-type: none"> • Providing the opportunity to create a position of dominance in the global market place as a result of superior business practices. • Creating a unique selling proposition. • Differentiating their product and make it stand out in the global marketplace. • Improving the reputation for such services provides an invaluable marketing tool for organisations. • It allows them to profit from excellent reputation. • Achieve repeat custom. • Word-of-mouth referrals. • Increased demand and increased profit. • Customers today are often well travelled and have experienced a high level of service in overseas destinations. It therefore becomes vital for businesses in Scotland to equal the service experienced at these destinations if they are to compete in the global marketplace. <p>1 for each point made to a maximum of 4 marks</p>	4	

Question			Expected Answer/s	Max Mark	Additional Guidance
4	b		<ul style="list-style-type: none"> • Know your customers. • Make your customers feel welcome. • Make your customers feel special. • Listen to your customers. • Talk to your customers. • Meet/exceed your customers' needs. • Give your customers reasons to recommend your business to others. • Give your customers reasons to come back again. • Under promise and over deliver. <p>Any other reasonable response</p> <p>1 mark for each correct identification of a key principle of customer service</p>	4	
4	c	i	<p>It's important to invest in high quality research:</p> <ul style="list-style-type: none"> • In order to have sound data on which to make decisions. • Without such data, decisions are little more than guess work. • Given the importance of tourism to the Scottish economy, it is important that economic advantage is maximised through the scrutiny of high quality information. • Research is also necessary in order to identify trends in the marketplace which may be advantageous to the industry. • Tourism businesses are often small and therefore do not have the capacity to undertake research on the scale and of the quality within the scope of VisitScotland. These businesses rely on VisitScotland to carry out research on their behalf to the benefit of the tourism industry as a whole. <p>1 mark for each correctly identified reason to a maximum of 2</p>	2	

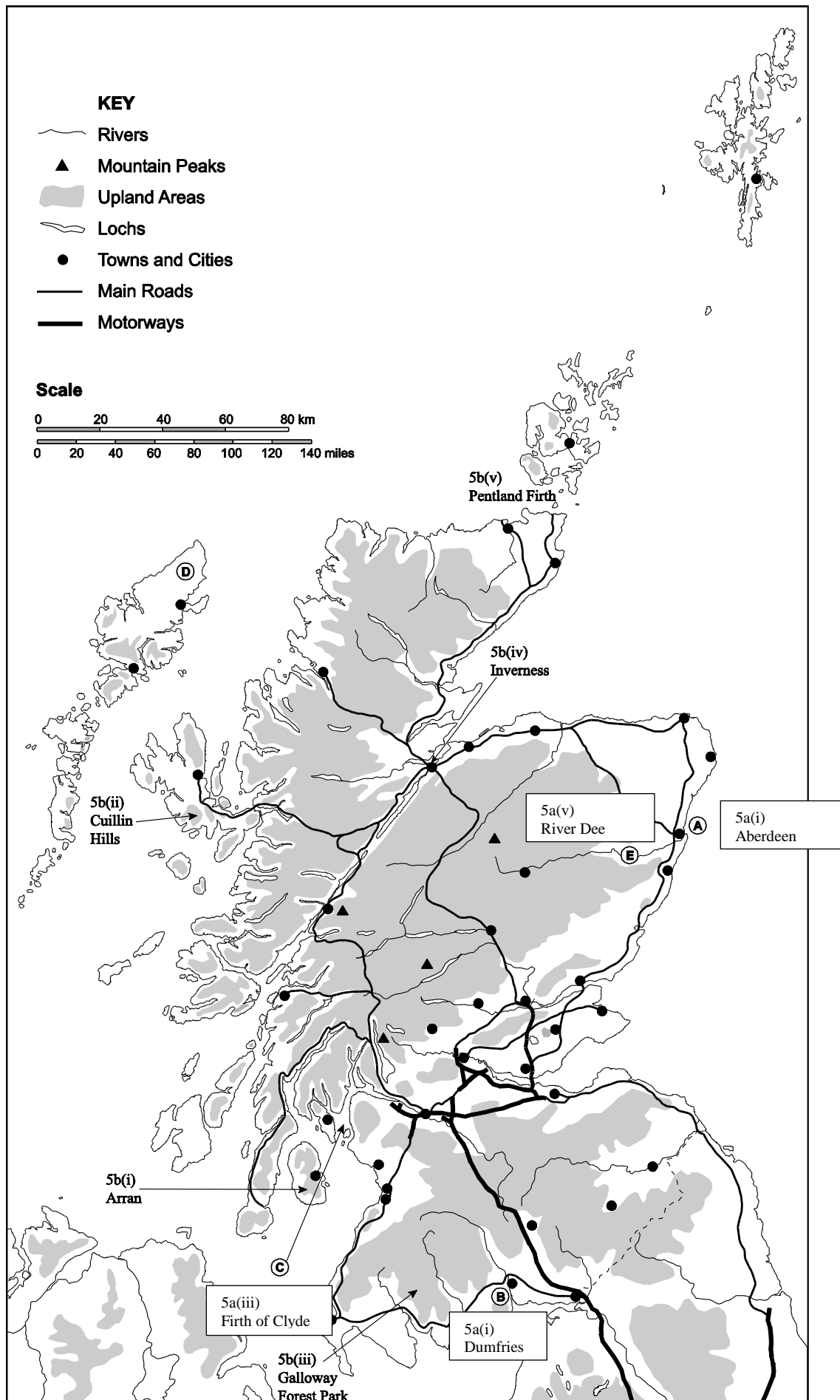
Question			Expected Answer/s	Max Mark	Additional Guidance
4	c	ii	<p>Examples include:</p> <ul style="list-style-type: none"> • Statistical information on volume and spend by tourists • Number of hits on website through web link • Names and addresses of customers • Number of bookings/visitor numbers/time of year etc <p>Marketing information can be used to:</p> <ul style="list-style-type: none"> • Identify trends in the marketplace • Develop customer profiles • Make changes to the product on offer to meet changing customer needs • Compare prices with competitors • Target promotional spend (eg identify most effective media, potential target markets etc) • Identify effective distribution opportunities <p>Any other reasonable example and use of marketing information</p> <p>1 mark for each correct example – 2 marks. 1 mark for each correct explanation – 2 marks</p>	4	
4	d		<p>Qualitative</p> <ul style="list-style-type: none"> • Qualitative research concerns the gathering of information which can be interpreted in a number of ways, for example people's views and attitudes. • With this type of research the goal is not to simply look at statistics. • This type of research cannot be quantified in numerical terms and this is not the objective of it anyway – but to analyse opinion, beliefs and attitudes of individuals. 	2	

Question		Expected Answer/s	Max Mark	Additional Guidance
4	d	<p>(cont)</p> <p>The main qualitative research techniques used are:</p> <ul style="list-style-type: none"> • Group Discussions • Focus Groups • In-Depth Interviews <p>Quantitative</p> <ul style="list-style-type: none"> • Quantitative research on the other hand seeks to establish statistical information about the subject matter. <p>The main research techniques include:</p> <ul style="list-style-type: none"> • Observation • Surveys (face-to-face, telephone, postal, online) <p>1 mark for explaining the difference and 1 mark for 2 valid methods</p>		

Section B

Question			Expected Answer/s	Max Mark	Additional Guidance
5	a	i ii iii iv v	See map	5	
5	b	i ii iii iv v	See map	5	

Map 1 for Question 5 (a) & (b)



Question			Expected Answer/s	Max Mark	Additional Guidance
5	c	i	Orkney Islands Old Man of Hoy Scapa Flow	1	
5	c	ii	Perthshire & Kinross River Tay Schiehallion Loch Tay etc	1	
5	c	iii	Royal Deeside and the Grampians River Dee Grampian Mountains Cairngorms	1	
5	d	i	Orkney Islands <ul style="list-style-type: none"> Located off the North East coast of Scotland, separated from the mainland by the Pentland Firth Perthshire & Kinross <ul style="list-style-type: none"> Central Scotland Southern Grampian Mountains Royal Deeside and the Grampians <ul style="list-style-type: none"> North East of Scotland within the Grampian Mountains Drained by the River Dee 2 points required for 2 marks	2	
5	d	ii	Orkney Islands <ul style="list-style-type: none"> St Magnus Festival Perthshire & Kinross <ul style="list-style-type: none"> T in the Park Royal Deeside and the Grampians <ul style="list-style-type: none"> Braemar Gathering Highland Games 	1	

Question			Expected Answer/s	Max Mark	Additional Guidance
5	d	iii	<p>Orkney Islands</p> <ul style="list-style-type: none"> • Bishop's Palace Kirkwall • Blackhammer Chambered Cairn • Broch of Birsay • Skara Brae <p>Perthshire & Kinross</p> <ul style="list-style-type: none"> • Dunkeld Cathedral • Scone Palace <p>Royal Deeside and the Grampians</p> <ul style="list-style-type: none"> • Huntley Castle • Kildrummy Castle • Ruthven Barracks • Balmoral Castle 	1	
5	d	iv	<p>Orkney Islands</p> <ul style="list-style-type: none"> • Isolated • Low lying hills • Many islands to visit, flora and fauna <p>Perthshire & Kinross</p> <ul style="list-style-type: none"> • High mountains • Lochs • River Tay <p>Royal Deeside and the Grampians</p> <ul style="list-style-type: none"> • High mountains and barren moorland • Royals holiday here in August 	1	
6	a	i	<p>Rounded hills with deep valleys drained by rivers that are used for fishing. Historical area with many castles and abbeys eg Melrose Abbey, old textile towns eg Galashiels. Easily accessible from both the Central belt of Scotland and northern England.</p> <p>Low coastal area to east with many holiday towns/harbours eg North Berwick, Dunbar, Capital City of Edinburgh with its many attractions eg castle, zoo, parliament, etc.</p> <p>2 points for 2 marks</p>	2	

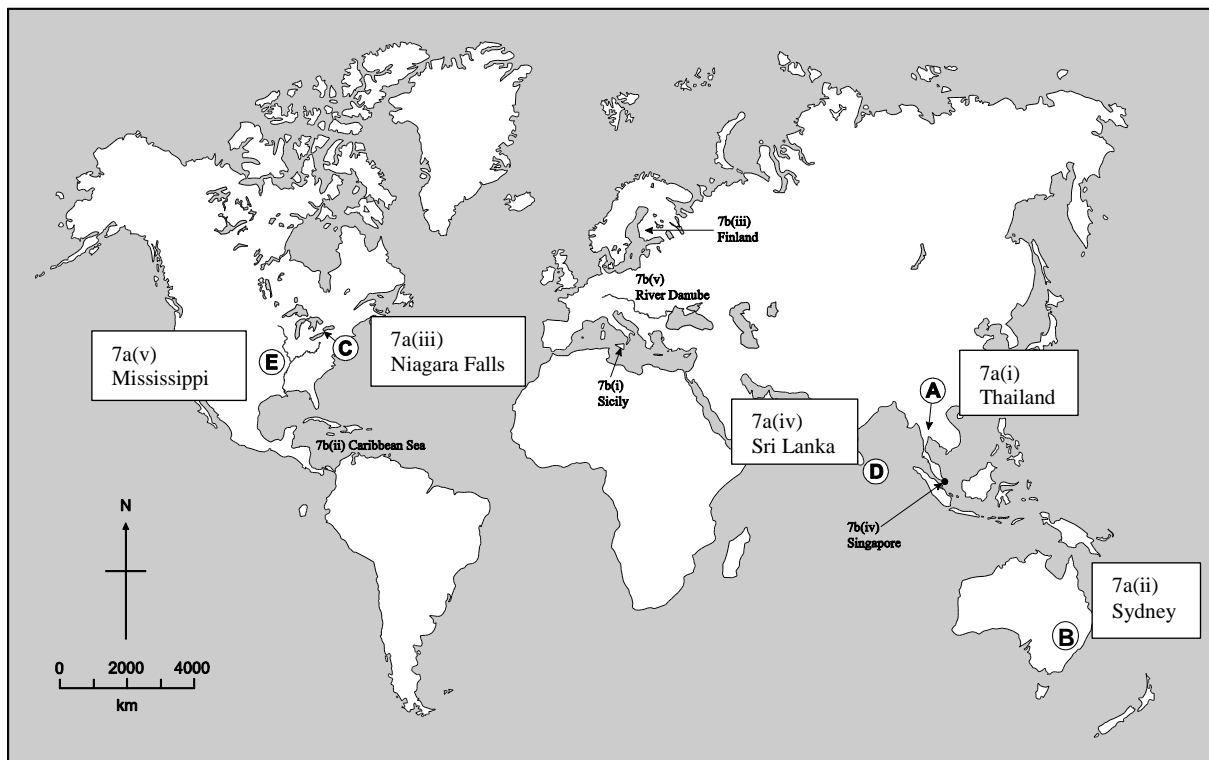
Question			Expected Answer/s	Max Mark	Additional Guidance
6	a	ii	A description of any two activities and their location. For example fishing on the River Tweed, Watersports on the Firth of Forth, or similar	2	
6	a	iii	<p>4 overnight stops 3 marks (3 stops 2 marks; 2 stops 1 mark) Description of route 1 mark Feasibility 1 mark</p> <p>A named natural feature</p> <ul style="list-style-type: none"> Eildon Hills, Bass Rock, North Berwick Law, etc <p>A man made visitor attraction</p> <ul style="list-style-type: none"> Abbotsford House, Melrose Abbey, Tantallon Castle etc Linlithgow Palace <p>A country or nature reserve</p> <ul style="list-style-type: none"> John Muir Country Park, Aberlady Bay Nature Reserve 	7	4/5 attractions – 2 marks 2/3 attractions – 1 mark 1 attraction – 0 marks
6	b	i	<ul style="list-style-type: none"> Deep sea lochs Fresh water lochs Deep river valleys High rugged mountains with steep slopes Accessible Routes easy to follow Activities <p>2 points 1 mark per point</p>	2	
6	b	ii	<ul style="list-style-type: none"> Loch Lomond and the Trossachs National Park Ben Lomond, Ben More or similar <p>1 mark each, 2 marks</p>	2	

Question			Expected Answer/s	Max Mark	Additional Guidance
6	b	iii	<p>Route: For example, north to Crianlarich travelling on the A82</p> <p>Physical Feature: Valley of Glen Coe, Rannoch Moor, Buachaille Etive Mor, Loch Linnhe</p> <p>1 mark for description of route, 1 mark for naming physical feature</p>	2	
6	c		eg West Highland Way, Great Glen Way	1	

Section C

Question			Expected Answer/s	Max Mark	Additional Guidance
7	a	i ii iii iv v	See map	5	
7	b	i ii iii iv v	See map	5	

Map 2 for Question 7 (a) & (b)



Question			Expected Answer/s	Max Mark	Additional Guidance
7	c	i	Mount Fujiyama Any other valid answer	1	
7	c	ii	Himalayas or Ganges Any other valid answer	1	
7	c	iii	River Nile Any other valid answer	1	
7	d	i ii iii iv v	<p>Japan Capital city: Tokyo Location: East Asia to the east of China and separated by the Sea of Japan Pacific Ocean to the east Cuisine: Sushi Man made: Bullet trains, Buddhist temples, Japanese gardens Currency: Yen</p> <p>India Capital city: New Delhi Location: South of Asia. South of the Himalayas. Arabian Sea to the west and Bay of Bengal to the east, Indian Ocean Cuisine: Curries. Man made: Taj Mahal, Agra Currency: Rupees</p> <p>Egypt Capital city: Cairo Location: Delta of the River Nile into the Mediterranean Sea, Eastern Mediterranean, North East Africa Cuisine: Kebabs, Falafel, pitta bread Man made: Pyramids, Sphinx Currency: Egyptian pound</p> <p>Any other valid answer</p>	5	

Question			Expected Answer/s	Max Mark	Additional Guidance
8	a	i	<p>Canada Toronto (8 hours) Ottawa, (7 hours) Vancouver (10 hours) or similar</p> <p>1 mark airport 1 mark travel time</p> <p>South Africa Johannesburg (11.5 hours) Cape town (12 hours)</p> <p>1 mark airport 1 mark travel time</p> <p>Brazil Rio De Janeiro (12 hours) Brasilia (11 hours)</p> <p>1 mark airport 1 mark travel time</p>	2	
8	a	ii	<p>Canada North America, North of USA, Atlantic Ocean to the east, Pacific Ocean to the west</p> <p>2 points 2 marks</p> <p>South Africa Southern tip of African Continent, Atlantic Ocean to the west and Indian Ocean to the east</p> <p>2 points 2 marks</p> <p>Brazil South America, located on and south of the equator, Atlantic Ocean to the east, north of Argentina, east of Peru, Andes, etc</p> <p>2 points 2 marks</p>	2	

Question			Expected Answer/s	Max Mark	Additional Guidance
8	a	iii	<p>Canada</p> <ul style="list-style-type: none"> Niagara Falls, Great Lakes, Rockies or similar CN Tower, Toronto, Quebec City, Montreal fortified city, Stanley Park, Vancouver Island, China Town Ice hockey <p>1 mark each</p> <p>South Africa</p> <ul style="list-style-type: none"> Table Mountain, Kruger National Park or similar Big Hole diamond mine Rugby <p>1 mark each</p> <p>Brazil</p> <ul style="list-style-type: none"> Iguacu Falls, Ipanema, Copacabana Beaches, or similar Christ the Redeemer Statue Football <p>1 mark each</p>	3	
8	b	i	<p>Hong Kong On the coast in S.E. China facing the South China Sea, etc</p> <p>Bangkok On the northern coastline of the Gulf of Thailand</p> <p>San Francisco California, on the west coast of USA, Pacific Ocean to the west, LA further south</p> <p>Las Vegas SW USA in state of Nevada, near to Grand Canyon</p> <p>1 mark for each description</p>	2	

Question			Expected Answer/s	Max Mark	Additional Guidance
8	b	ii	<p>Hong Kong Busiest harbour in the world, markets, Hong Kong racecourse, Disneyland</p> <p>Bangkok Temples, floating markets, “Venice of the East”</p> <p>San Francisco Golden Gate Bridge, Alcatraz</p> <p>Las Vegas Casinos, Grand Canyon</p> <p>1 mark for each example</p>	2	
8	b	iii	<p>Hong Kong Jade jewellery and ornaments (dragons), silks</p> <p>Bangkok Thai Silk, ceramics and jewellery</p> <p>San Francisco Native American jewellery and artefacts</p> <p>Las Vegas Native American jewellery and artefacts</p> <p>1 mark for each example</p>	2	
8	c	i	<p>Kenya Wildlife for safaris, beaches and coral reefs for scuba diving, or similar</p> <p>New Zealand Beautiful volcanic and glacial scenery, for trekking or skiing, fast flowing rivers from mountains for canoeing river rafting, etc. Surrounded by ocean for surfing and yachting</p> <p>Peru Beautiful mountain scenery for trekking, river rafting, Inca remains eg Machu Picchu</p> <p>1 mark for each point – 2 marks</p>	2	

Question			Expected Answer/s			Max Mark	Additional Guidance
8	c	ii	Dehydration, altitude sickness, sunstroke, sunburn, catching malaria, developing hepatitis, snowblindness, heatstroke, dysentery, food poisoning, cholera, typhoid 2 relevant points required for 1 mark			1	
8	c	iii				2	
			Country	Gateway	Time Difference		
			Kenya	Nairobi	+2-3 hours		
			New Zealand	Auckland	+11-12 hours		
			Peru	Lima	- 5 hours		

[END OF MARKING INSTRUCTIONS]