

FOR OFFICIAL USE

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Total

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**X217/201**

NATIONAL  
QUALIFICATIONS  
2008

MONDAY, 2 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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|  |
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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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Number of seat

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**A separate leaflet is enclosed for use with Question 5.**

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) David Manning lives in the USA where he works for a large electronics company. He has arrived in Edinburgh to attend a major three-day international conference.

Give **three** reasons why David will be classed as a tourist during his visit to Scotland.

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

\_\_\_\_\_

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

\_\_\_\_\_

Reason 3 \_\_\_\_\_

\_\_\_\_\_

3

- (b) Which sector of the tourist industry in Edinburgh will benefit **most** from this international conference?

Give **one** reason for your choice.

Sector \_\_\_\_\_

Reason \_\_\_\_\_

\_\_\_\_\_

2

- (c) David will have some leisure time during his visit to Edinburgh.

Name **two** attractions that he could visit during his stay.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

2

(7)

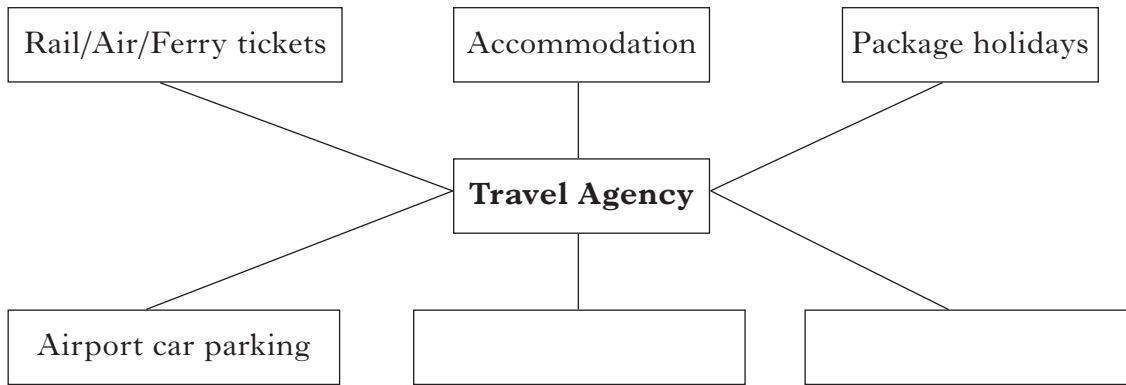
[Turn over

Marks

## Question 2

- (a) The diagram below shows some of the products and services available in a travel agency.

Complete the diagram by adding **two** other products or services a travel agency can provide.



2

- (b) Choose **two** of the terms from the list below and explain what each means. Your explanation for each of your chosen terms should include at least two separate points.

- Outbound Tourism
- Business Tourism
- Tourist Night
- Mass Tourism

Term 1 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Term 2 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4

**Question 2 (continued)**

*Marks*

(c) (i) What is domestic tourism?

\_\_\_\_\_

**1**

(ii) Give an example of the **type** of holiday a domestic tour operator could provide.

Example \_\_\_\_\_

**1**

(iii) Give a **named** example of a domestic tour operator in the UK.

Example \_\_\_\_\_

\_\_\_\_\_

**1**

**(9)**

**[Turn over**

Marks

**Question 3**

- (a) Choose **two** of the following and, for each, give **two** reasons for its importance in the development of the travel and tourism industry.
- Holidays with Pay Act (1948)
  - Opening of the Channel Tunnel in 1994
  - Formation of low cost airlines, for example, easyJet in 1995

Event 1

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2

Event 2

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2

Marks

**Question 3 (continued)**

- (b) In the table below, give **two** examples of types of holiday which are growing in popularity.

For each, name a **destination** which has benefitted from the increase in tourist numbers.

*Long Haul* has been completed as an example.

| Type of Holiday  | Destination     |
|------------------|-----------------|
| <i>Long Haul</i> | <i>Thailand</i> |
|                  |                 |
|                  |                 |

4  
(8)

[Turn over

Marks

**Question 4**

Complete the table below by:

- (i) selecting the sector to which the provider belongs; and
- (ii) suggesting a **different** employment opportunity for each.

The first provider in the table has been completed as an example.

**Note: The same employment opportunity must not be used more than once.**

| Providers                                  | Sector<br>(Private or Public or<br>Voluntary) | Employment<br>Opportunity |
|--------------------------------------------|-----------------------------------------------|---------------------------|
| Hilton Hotels                              | Private                                       | Receptionist              |
| National Trust<br>for Scotland             |                                               |                           |
| Flyglobespan                               |                                               |                           |
| Local Council<br>Museum and<br>Art Gallery |                                               |                           |

(6)

Marks

**Question 5**

The Potter family from London is visiting New Lanark while holidaying in Scotland. Peter, the father, enjoys walking and all aspects of nature, mother Anne likes shopping, Harry, their son, is interested in history and Pansy, their daughter, likes working with computers and anything related to technology.

Look carefully at the leaflet **New Lanark** enclosed with the question paper and answer the questions below.

- (a) From the information contained in the leaflet, explain why this would be a suitable attraction for **all** members of the Potter family to visit.

Father \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mother \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Son \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Daughter \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4

- (b) The New Lanark heritage site targets visitor groups **other** than families. Identify **three** other groups that they wish to attract.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

3

(7)

**Question 6**

*Marks*

- (a) Give **two** reasons why leaflets can be an effective method of marketing for providers of tourist attractions.

Reason 1

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Reason 2

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2

- (b) Suggest **two** methods of promotion which are used by hotels and restaurants.

Method 1

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Method 2

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2

- (c) Give **two** reasons why it is important for all businesses in the tourism industry to conduct marketing research.

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2

**(6)**

**[Turn over for Question 7 on *Page twelve***

(a) The site marked X in the picture opposite is going to be developed for visitors who enjoy the countryside and activities such as walking, sailing and cycling. The original Country House on this site will be converted into a 4 star hotel. Twenty self-catering lodges and a small water sports centre will be built.

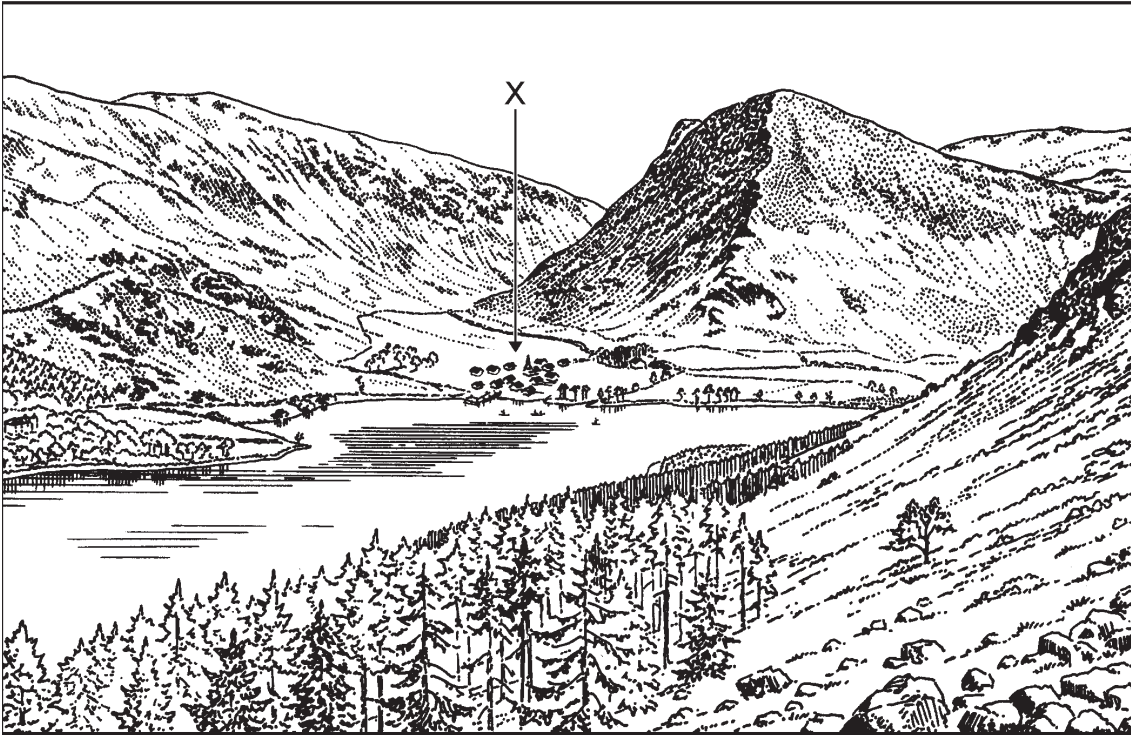
Describe **six** things the developer could do to gain this award.

[illegible]

6

Marks

Question 7 (a) (continued)



- (b) With reference to a destination that you have studied, describe some of the **economic** and **cultural** benefits that the development of tourism has brought to the area.

Name of destination: \_\_\_\_\_

Benefits: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3  
(9)

[Turn over

Marks

**Question 8**

The Ben Mahullish Hotel has been taken over by new management. You have been asked to advise the management about improving customer service.

You agree to produce a manual which will assist staff.

(a) SECTION 1 will be titled **“First impressions count”**.

Outline **three** main points you would make in this section.

Point 1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Point 2 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Point 3 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3

(b) SECTION 4 will be titled **“Customer satisfaction is the route to increased business and a happy workforce”**.

Outline **three** main points you would make in this section.

Point 1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Point 2 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Point 3 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3

(6)

*Marks*

**Question 9**

You have applied for a job in a travel agency. During the interview you are asked the question:

“Can you give **three** examples of good practice in dealing with complaints?”

Write down your answers in the spaces provided.

Example 1

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Example 2

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Example 3

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**(3)**

**[Turn over**

Marks

**Question 10**

Within Loch Lomond and the Trossachs National Park a new interactive visitor attraction is to be built. It will describe the way in which Loch Katrine was developed as one of the major sources of water supply for the Greater Glasgow area.

Give **three** examples of how technology could be used in such an attraction to provide this information.

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**(3)**

*Marks*

**Question 11**

Look at the examples of uses of Information Technology (IT) in the travel and tourism industry shown in the table below and, for each, state whether it is a front office or back office function.

| Uses of IT                                                      | Front or back office function |
|-----------------------------------------------------------------|-------------------------------|
| Production of advertising materials for a large theatre company |                               |
| Personnel files used by a large hotel chain                     |                               |
| Stock control within a cafe                                     |                               |
| Issuing of tickets to customers in a travel agency              |                               |

**1**

**1**

**1**

**1**

**(4)**

**[Turn over**

Marks

**Question 12**

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 \_\_\_\_\_ (Town)
- 2 \_\_\_\_\_ (Scenic area)
- 3 \_\_\_\_\_ (City)
- 4 \_\_\_\_\_ (Scenic destination)
- 5 \_\_\_\_\_ (Transport link)

**(5)**

## Reference Diagram Q12



[Turn over

**Question 13**

*Marks*

Study the map of Europe in **Reference Diagram Q13** on the opposite page and identify the tourist destinations marked 1 to 5.

- 1 \_\_\_\_\_ (Country)
- 2 \_\_\_\_\_ (Coastal Area)
- 3 \_\_\_\_\_ (Island)
- 4 \_\_\_\_\_ (Mountain Range)
- 5 \_\_\_\_\_ (City)

**(5)**

### Reference Diagram Q13



[Turn over

**Question 14**

*Marks*

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

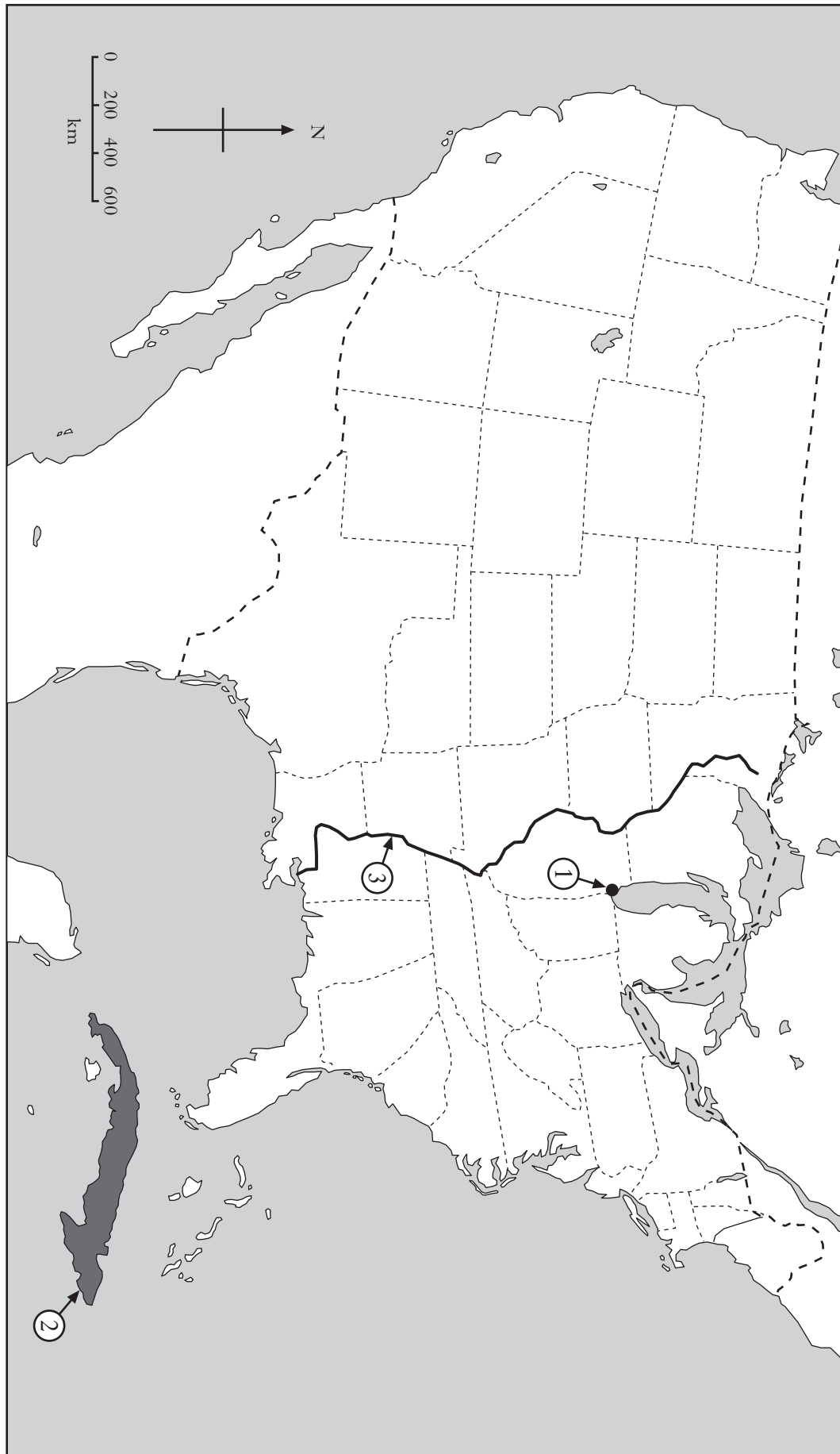
1 \_\_\_\_\_ (City)

2 \_\_\_\_\_ (Island)

3 \_\_\_\_\_ (River)

**(3)**

Reference Diagram Q14



Marks

**Question 15**

The Beriot family who live in Paris want to book a weekend break in London.  
They are:

|          |           |                                     |
|----------|-----------|-------------------------------------|
| Dad      | Jean-Paul | Likes live theatre                  |
| Mum      | Marie     | Has an interest in historical sites |
| Daughter | Christina | Likes all sports                    |
| Son      | Guilliam  | Enjoys fashion shopping             |

You work for an inbound tour operator which specialises in tailor-made packages.  
Suggest a programme for them which meets the following requirements.

- (a) A proposed journey from central Paris to central London using a mode of transport other than by road.

**Mode** \_\_\_\_\_

**Paris Departure Point** \_\_\_\_\_

**London Arrival Point** \_\_\_\_\_

**Approximate journey time between city centres** \_\_\_\_\_

3

- (b) Complete the table below to show a suitable attraction in London for each member of the family.

|                                                    |  |
|----------------------------------------------------|--|
| <b>Named attraction suitable for Jean-Paul</b>     |  |
| <b>Named attraction suitable for Marie</b>         |  |
| <b>Named sporting venue suitable for Christina</b> |  |
| <b>Named attraction suitable for Guilliam</b>      |  |

4

(7)

Marks

**Question 16**

UK destinations can be classified under a number of types. Classify the following under two destination types.

St Andrews has been completed as an example.

| Destination | Destination Type 1 | Destination Type 2 |
|-------------|--------------------|--------------------|
| St Andrews  | activity           | coastal            |
| Blackpool   |                    |                    |
| Dartmoor    |                    |                    |
| York        |                    |                    |

(3)

**Question 17**

Students Kath Cunningham and Trish Dobson are planning a holiday in Europe in March. They first want to go skiing and then visit a coastal area.

(i) Suggest a suitable ski resort in the French Alps.

\_\_\_\_\_

(ii) Suggest an appropriate arrival airport.

\_\_\_\_\_

(iii) State the approximate journey time from Central Scotland.

\_\_\_\_\_

(iv) Suggest an appropriate coastal area.

\_\_\_\_\_

(v) Name a suitable departure airport for their return to Scotland.

\_\_\_\_\_

(5)

**Question 18**

*Marks*

A new company called “US Breaks” is planning a brochure which will include holidays in cities in the United States of America.

- (a) The company want to choose 3 US cities which it will market as centres from which scenic tours can be made. Recommend **three** cities, **one** on the east coast, **one** on the west coast and **one** other city.

|                 |  |
|-----------------|--|
| East Coast City |  |
| West Coast City |  |
| Other city      |  |

**3**

- (b) For one of your chosen cities, recommend a scenic area within a few hours drive.

\_\_\_\_\_

**1**

**(4)**

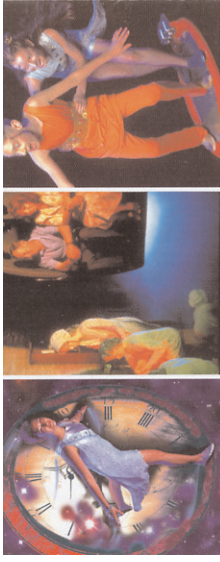
**Total (100)**

[END OF QUESTION PAPER]

## ACKNOWLEDGEMENTS

Leaflet for Question 5—Leaflet, New Lanark World Heritage Site. Reproduced by kind permission of New Lanark Conservation Trust.

|              | <b>Marks</b> | <b>Out of</b> |
|--------------|--------------|---------------|
| Question 1   |              | 7             |
| Question 2   |              | 9             |
| Question 3   |              | 8             |
| Question 4   |              | 6             |
| Question 5   |              | 7             |
| Question 6   |              | 6             |
| Question 7   |              | 9             |
| Question 8   |              | 6             |
| Question 9   |              | 3             |
| Question 10  |              | 3             |
| Question 11  |              | 4             |
| Question 12  |              | 5             |
| Question 13  |              | 5             |
| Question 14  |              | 3             |
| Question 15  |              | 7             |
| Question 16  |              | 3             |
| Question 17  |              | 5             |
| Question 18  |              | 4             |
| <b>Total</b> |              | 100           |



## The Millennium Experience

Time-travel on our magical dark ride & discover Robert Owen's inspiring vision for our future. The ride takes you on a journey from the 1820s right up to modern day. Commentary in 6 languages. Induction loop facility.



## Annie McLeod's Story & Robert Owen's School

Enter the spirit world of New Lanark in our state-of-the-art theatre show. **Annie's 'ghost' magically returns from 1820!** Commentary in 6 languages. Induction loop.

Find out what Annie's school days were like in the **Historic Classroom**. Enjoy the **Interactive Gallery** a playroom of sound, light & colour.

Find out how villagers lived & worked over 200 years ago in the **Village Store**, **Millworkers' & Robert Owen's Houses**. Take home some wool yarn spun on our 19th century working textile machinery.



# NEW LANARK WORLD HERITAGE SITE



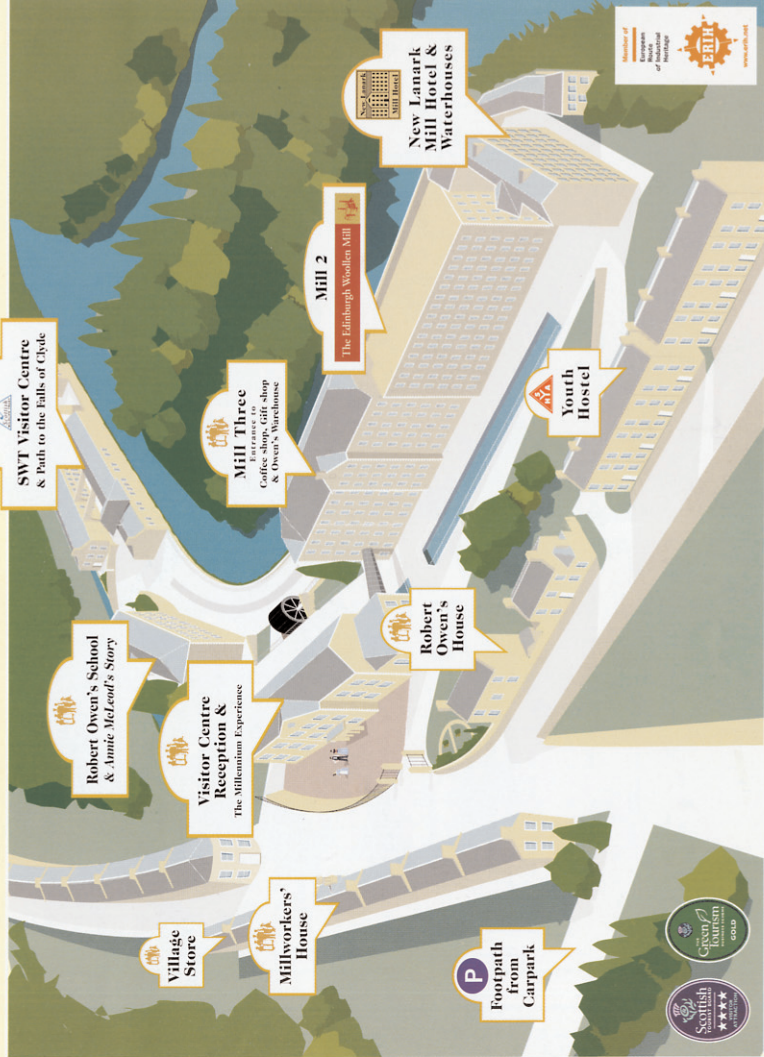
**David Dale**  
1739-1806



**Robert Owen**  
1771-1858

Over 200 years ago the impressive sandstone cotton mills of New Lanark were built by an enterprising Scot, David Dale, in a dramatic gorge in Southern Scotland, close to the famous Falls of Clyde. Soon the village became known all over the world under the enlightened management of Dale's son-in-law, the social pioneer Robert Owen. In an age of cruel mill managers and 'dark, stanic mills', he provided decent homes, fair wages, free health care and a new education system for villagers, which included the first nursery school in the world.

Today, as you wander around the village and surrounding Wildlife Reserve, it is easy to imagine how people lived and worked in Owen's day. New Lanark has been carefully restored as a living community, and visitors are welcome to explore the fascinating history of the village in the award-winning Visitor Centre, or stay overnight in the New Lanark Mill Hotel and self-catering cottages. Exciting family attractions bring the story of New Lanark and its people to life for everyone to enjoy, and as in Owen's time, the name of New Lanark is spreading around the world. In December 2001 the village became a UNESCO World Heritage Site.

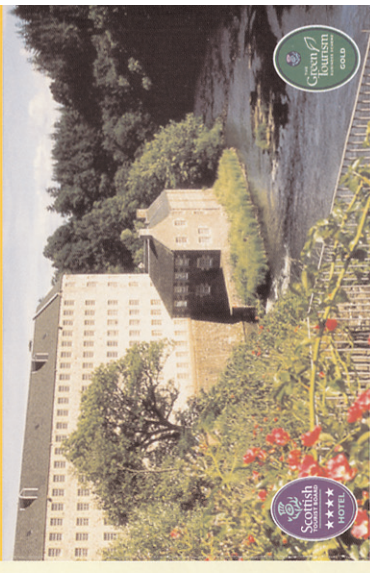


Explore all the attractions in the World Heritage Site with one passport ticket



## New Lanark Mill Hotel & self-catering Waterhouses

A world-class hotel in the heart of the World Heritage Site. Relax in the peaceful riverside setting & enjoy being pampered with our fine food & wines. Perfect as a base for exploring the village and all the attractions in Central & Southern Scotland.



- The Edinburgh Woollen Mill**
- Ladies & Men's Clothing
  - Children's Clothing
  - Knitwear & Cashmere
  - Outdoor Clothing
  - Food & Gifts
  - Toys & Accessories
  - Clearance Shop



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## Falls of Clyde Wildlife Reserve

Enjoy a stroll through beautiful woodlands to see the 85ft waterfall at Corra Linn.

**Lunches & Refreshments** in the **Mill Pantry** Open 10 - 5 Daily

Shopping in the **Gift Shops & Edinburgh Woollen Mill**.





*"What ideas individuals may attach to the term 'Millennium' I know not; but I know that society may be formed so as to exist without crime, without poverty, with health greatly improved, with little, if any misery, and with intelligence and happiness increased a hundredfold"*

Robert Owen's Address to the Inhabitants of New Lanark,  
New Year's Day, 1816



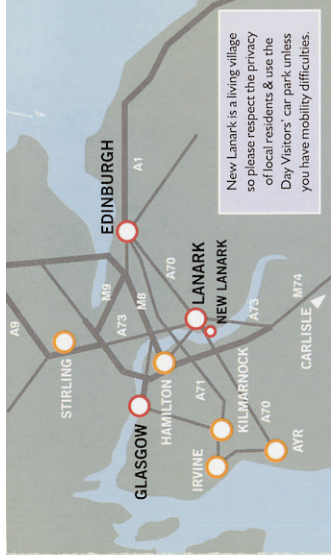
## Special Events throughout the year

including Victorian Fair (first Sunday in September)  
and The Christmas Experience (from mid-November)  
see the website for full events programme

[www.newlanark.org](http://www.newlanark.org)

## Explore all the attractions with one passport ticket

"The place was a revelation" (*Sunday Herald*)  
"New Lanark was cool, especially the Millennium Ride and the Interactive Gallery" (*Daily Record*)  
"The Clyde Valley now has a visitor attraction to rival anything in the world" (*Scotsman*)



New Lanark is a living village so please respect the privacy of local residents & use the Day Visitors' car park unless you have mobility difficulties.

## Information

### HOW TO FIND US BY CAR:

New Lanark is 1 mile south of Lanark and less than an hour from Glasgow (M74/A72) and Edinburgh (A70). From the south, the village is 30 mins from M74 Junction 13 / Abingdon - main trunk road to Edinburgh

### HOW TO FIND US BY TRAIN:

The nearest train station is in Lanark (1 mile) where you can connect to Glasgow Central & Motherwell. A local bus serves the village hourly from the Tourist Information Centre. Inclusive rail/bus attraction tickets are available at a certain time.

### NEW LANARK VISITOR CENTRE

Tel: 01555 661345 Fax: 01555 665738

E-mail: [visit@newlanark.org](mailto:visit@newlanark.org) Web: [www.newlanark.org](http://www.newlanark.org)

Open daily all year (closed 25 Dec/1 Jan, 10.30am-5pm Jun to Aug, 11am-5pm Sept to May)

Adult: £5.95 Concession: £4.95 Family: (2+2) £17.95 Family: (2+4) £21.95

### Special discounts for Schools and Groups

Guided tours of the Village & Wildlife Reserve are available by prior arrangement.

Please ask for our factbook available for visitors with mobility problems. Most of the Visitor Centre is fully accessible, but wheelchair users will require assistance in some areas.

### NEW LANARK MILL HOTEL & WATERHOUSES

Book on-line at [www.newlanark.org](http://www.newlanark.org) & save £5 with our special offers

Tel: 01555 667200 Fax: 01555 667222 E-mail: [hotel@newlanark.org](mailto:hotel@newlanark.org)

Open all year. 38 twin/double rooms & 8 self-catering cottages. 5 rooms specially adapted for wheelchair users. Conferences, weddings and anniversary functions a speciality. Ask for details of our special Murder Mystery Nights, and Christmas Hogmanay packages.

### The Edinburgh Woollen Mill

Situated Within The Visitor Centre - Open 7 days Tel: 01555 663322

### NEW LANARK YOUTH HOSTEL

Great value accommodation in a refurbished historic building.

All rooms en-suite with stunning river views and a warm welcome.

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### FALLS OF CLYDE WILDLIFE RESERVE

Scottish Wildlife Trust Ranger Service Tel: 01555 665262 Website: [www.swt.org.uk](http://www.swt.org.uk)

# New Lanark

## WORLD HERITAGE SITE

Explore one of Scotland's top visitor attractions,  
less than an hour from Edinburgh & Glasgow



UNESCO  
WORLD  
HERITAGE  
SITE

European  
Heritage  
Medal

British  
Tourism  
Trophy

Scottish  
Tourism  
Oscar

Heritage  
Education  
Trust Award

Green  
Tourism Gold  
Medal

Silver Thistle

## AWARD-WINNING VISITOR CENTRE & HOTEL

Falls of Clyde Wildlife Reserve  
Edinburgh Woollen Mill

[www.newlanark.org](http://www.newlanark.org)



PROJECT PART FINANCED  
BY THE EUROPEAN UNION  
Europe and Scotland  
Making it work together



We could like to thank the Scottish Lottery Fund, Scottish Enterprise, Lanarkshire, South Lanarkshire Council, the Heritage Lottery Fund and Historic Scotland for their generous support of the New Lanark project.