

X217/301

NATIONAL
QUALIFICATIONS
2007

THURSDAY, 7 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) | Describe, in detail, the main characteristics of a charter flight. | 4 |
| (b) | Read the statement below.
<i>“In recent years principals such as British Airways and Thomson Holidays, have cut base rate commissions.”</i>
Explain this statement. | 4 |
| (c) | Describe the role of the following in Travel and Tourism.
(i) Internet travel agents
(ii) Incentive travel organisers | 4 |
| (d) | Explain, giving an example of each from the Travel and Tourism industry, the difference between public sector organisations and voluntary sector organisations. | 4 |
| | | (16) |

2. Read the following.

A development company, which has identified the accommodation sector as being the key component of the Travel and Tourism industry, has restored 17th century Lochrigg Castle and converted it into a self-catering complex.

Some apartments will be sold on a timeshare basis.

The state-of-the-art accommodation is luxurious and the company intends to join an up-market consortium which promotes the best of the country's tourism product. It is also interested in membership of the British Hospitality Association.

- (a) “. . . identified the accommodation sector as being the key component of the Travel and Tourism industry . . .”

Explain why you agree or disagree with this statement.

4

- (b) (i) What is meant by the term timeshare?

(ii) Give **one** advantage and **one** disadvantage of timeshare to the customer.

3

- (c) Explain why the company would want to join a consortium.

4

- (d) Explain what the British Hospitality Association could do for the company.

2

- (e) The company hopes to receive a 5 star accommodation grading by VisitScotland.

Explain VisitScotland's grading scheme for accommodation.

3

(16)

[Turn over]

3. Read the following case study.

Wilberry Tower is a visitor attraction built at a gateway to one of Britain's national parks. The national park is situated in an area of beautiful scenery with mountains, wooded hillsides and lakes.

The visitor attraction has an exhibition centre with displays of local scenery, plants and wildlife, a tea room, souvenir shop and a row of six retail outlets, only one of which is currently in use as a shop. It sells locally produced crafts.

A recent customer survey has found that the majority of visitors to Wilberry Tower are middle aged and elderly couples on coach tour holidays and young families on a day trip. Although the attraction is busy at bank holidays and weekends, visitor numbers are declining and outdoor enthusiasts rarely visit the attraction.

As a result of the customer survey, the owner of Wilberry Tower has employed a consultancy firm to review the business and give advice on ways of improving the business.

- (a) Before deciding on a marketing strategy, the consultancy firm carried out a SWOT analysis.

Explain:

- (i) what a SWOT analysis is;
 - (ii) why it is important for the company. Give **three** reasons. 4
- (b) What other methods of research could the consultancy have undertaken to assess customer attitudes towards the existing product? 2
- (c) Give examples of **three** new ways in which the visitor attraction could be developed to provide a different visitor experience for both families and coach tour parties.
- 3
- In each case, explain your choice.
- (d) How could Wilberry Tower be developed to attract outdoor enthusiasts? Suggest **one** development. 1
- (e) (i) Describe fully **three** different methods which could be used to promote the new developments at Wilberry Tower. In each case, refer to a target market. 3
- (ii) Explain how you would monitor the success of these promotions. 3
- (16)**

4. Refer to the case study in Question 3. The customer survey undertaken at Wilberry Tower found that the desired customer service standards were not being met. The consultancy firm recommended the introduction of a customer service development plan, including a customer care training programme.

- | | |
|--|-------------|
| (a) What are the key issues to be addressed by an organisation committed to the highest standards of customer service? | 4 |
| (b) Describe the benefits that the introduction of a customer care training programme might bring to Wilberry Tower. | 5 |
| (c) Name a customer care training initiative that could be introduced at Wilberry Tower. | 1 |
| (d) (i) Explain the term “marketing mix”. | 2 |
| (ii) Why is it important for Wilberry Tower to review its marketing mix regularly? | 4 |
| | (16) |

[END OF SECTION A]

[Turn over

Answer BOTH questions from EITHER Section B OR Section C

SECTION B

Marks

The Scottish Tourism Product: An Introduction

5. (a) VisitScotland has invited a group of Chinese travel agents to participate in a familiarisation trip of the Scottish Highlands. They are travelling by coach and will be met by VisitScotland staff at Inverness airport where the tour will start. They will have six days and five nights and will end their tour in Aberdeen before flying home.

Prepare a **six day** itinerary that will include a variety of attractions and experiences showing what the region has to offer.

Your itinerary should be in line with industry standards and should include the following information.

- Five different overnight stops and named lunch stops.
- A different named visitor attraction and natural feature that the group could visit on each day of the tour.

10

- (b) Whilst on tour, VisitScotland staff receive the following enquiries about the area of Scotland **south** of the latitude of Stirling. Give an appropriate response to each query.

- (i) Please advise an island that could be visited travelling by boat on a day excursion. **1**
- (ii) Where could I see examples of Charles Rennie Macintosh designed work? **1**
- (iii) Could you suggest a location where we could experience traditional entertainment? **1**
- (iv) Please give me an example of a named wildlife attraction on the east coast of Scotland. **1**
- (v) Where could my group play golf on a championship course in the west of Scotland? **1**
- (vi) Could you give me the name of a forest park where a group could follow a marked walk and enjoy a picnic? **1**
- (vii) Please give a brief description of the appeal of the Scottish Borders region as a tourist destination for overseas visitors. **2**

(18)

		<i>Marks</i>
6. (a)	(i) Name the following destinations on Map 1—Reference Question 6.	
	<ul style="list-style-type: none"> • Aberdeen • Dumfries • Mull 	3
	(ii) Using a dot, accurately plot and name on Map 1 any historical battleground with a visitor centre in Scotland.	2
	(iii) Name on Map 1 any famous Scottish salmon fishing river.	1
(b)	(i) Name and describe the key features of any two National Trust for Scotland (NTS) properties.	4
	(ii) Name three famous event attractions in Scotland:	
	one on an island;	
	one in the highlands and	
	one in the Central Lowlands or the Southern Uplands.	3
(c)	(i) Name any body of water where there are boat trips offering visitors the opportunity to go whale or dolphin watching.	1
	(ii) Name the mainland ferry ports that visitors would leave from if travelling to the following island towns.	
	<ul style="list-style-type: none"> • Stornoway • Kirkwall 	2
	(iii) Describe the appeal of Edinburgh as a conference destination.	2
		(18)

[Turn over

SECTION C

Tourist Destinations

Marks

7. (a) Mark the location of and name the following five tourist destinations on Map 2—Reference Question 7. Use a bold dot to mark the tourist destinations.

- (i) Bali
- (ii) Key West
- (iii) Argentina
- (iv) Table Mountain
- (v) Finland

5

- (b) Identify **each** of the tourist destinations shown on Map 2.

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

5

- (c) In which countries would you find the following major tourist attractions?

- (i) Macchu Picchu
- (ii) Parthenon
- (iii) Taj Mahal
- (iv) Masai Mara Game Reserve

4

- (d) Name a well known natural feature in each of the following destinations.

- (i) Australia
- (ii) France
- (iii) Brazil
- (iv) Canada

4

(18)

	<i>Marks</i>
8. (a) Mr and Mrs Williams have both recently retired and have decided that they would like to travel to Australia to visit family and friends. They would like a stopover on the outbound and inbound journeys and also some advice on suitable destinations. They are both interested in history and culture and they would also like to do some shopping.	
(i) Suggest two suitable stopover destinations and justify your choice.	4
(ii) Briefly describe the geographical location of each stopover.	2
(iii) Name and briefly describe two attractions in each stopover destination that would be of interest to the couple.	2
(iv) Give an example of local cuisine that the couple could sample in each stopover destination.	2
(b) Choose one country from Egypt, Jamaica, Mexico and Czech Republic and provide the following information.	
(i) Give a brief description of the location of the country.	2
(ii) What is the approximate flying time from the UK (within 1·5 hours)?	1
(iii) What is the capital of the country?	1
(iv) Name any two visitor attractions in the country.	2
(v) What is the main language spoken?	1
(vi) What is the currency used?	1
	(18)

[END OF QUESTION PAPER]

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TRAVEL AND
TOURISM
HIGHER
Blank Maps for use
with Questions 6 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

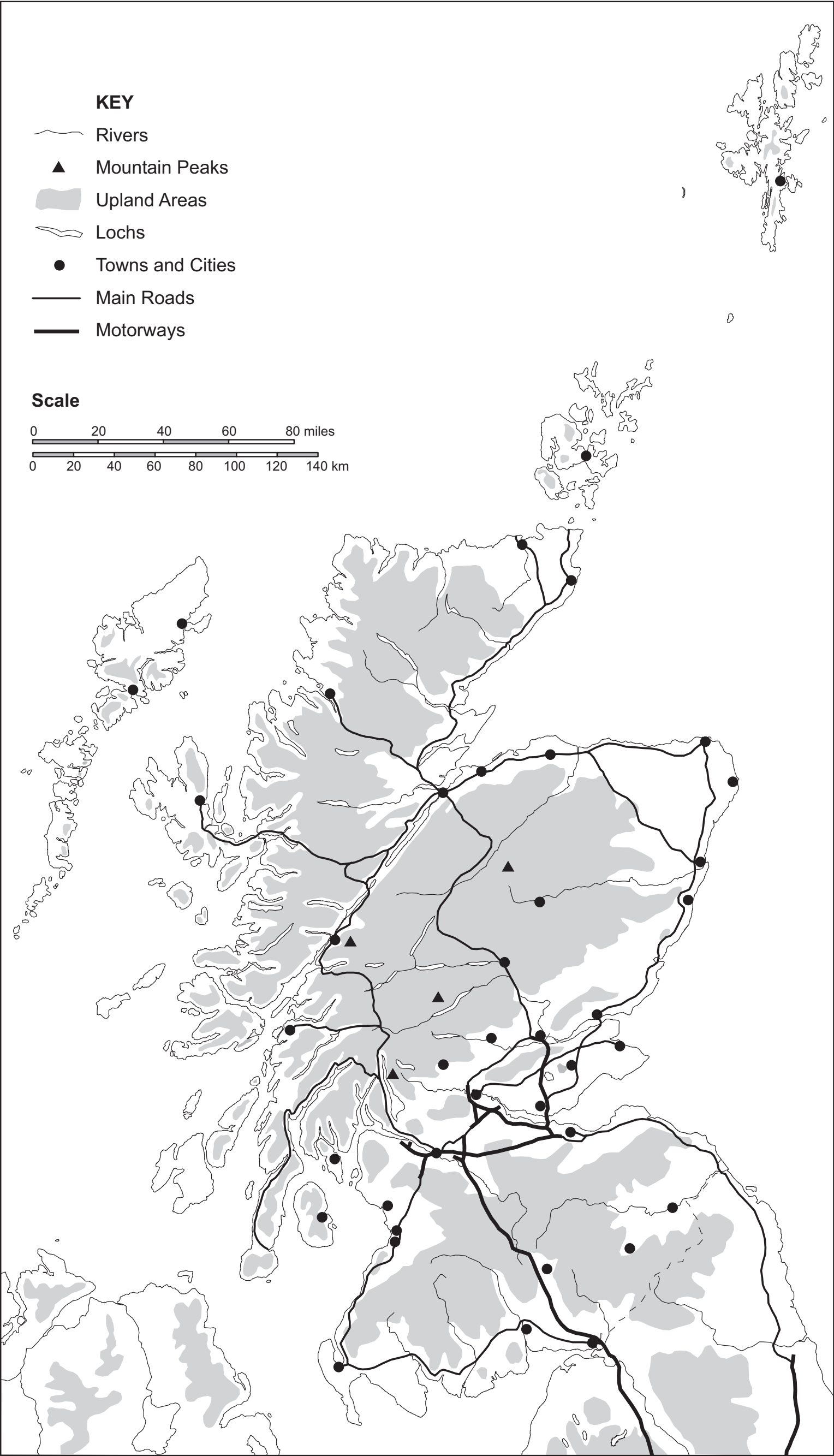
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Number of seat

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



Map 1—Reference Question 6



Map 2—Reference Question 7

