



2009 Travel and Tourism

Higher

Finalised Marking Instructions

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Section A

Question 1

Marks

- (a) (i) 1 mark for any point to a maximum of 2.

6

VisitBritain – To market and promote Britain that is; Scotland, England, Northern Ireland and Wales overseas. They have a number of tourist information offices overseas where they market Britain as a tourist destination. Their aim is to build the value of tourism to Britain in terms of wealth and jobs. They also produce a range of research and statistical data, provide business advice to individuals and tourism firms/organisations, offer a range of publishing services, and provide advice to government and devolved administrations on matters affecting tourism.

Enjoy England, the official tourist board responsible for promoting England is also part of VisitBritain.

- (ii) 1 mark for any point to a maximum of 2.

Scottish Natural Heritage – Aim is to secure the conservation and enhancement of Scotland's unique natural heritage including its wildlife, habitats and landscapes. It achieves its aims by: Providing advice and guidance for users of the countryside, developing national policy, provide facilities and information for users of the countryside, eg pathways, guided walks, information leaflets and a wide range of publications, eg Scottish Outdoor Access Code, provides and administers grant schemes to help fulfil its objectives, research activities, provides licences, looks after designated sites and helps to implement a number of national strategies eg Scottish Biodiversity Strategy.

- (iii) 1 mark for any relevant point to a maximum of 2.

Museums Galleries Scotland previously known as Scottish Museums Council – Role as the lead body for funding, development strategy and membership and advocacy of more than 340 museums throughout Scotland. It works in partnership with other public and private sector organisations, develops policy on behalf of government, provides a wide range of education services, remit to widen access to all sections of society and fully develop appropriate opportunities.

- (b) (i) 1 mark for each relevant point to a maximum of 3.

3

Main roles and functions of a tour operator.

Create packages to tourist destinations which include transport and accommodation for tourists. Can include additional elements such as airport transfers, car hire, excursions, travel insurance, in-flight meals. Market/sell these packages using brochures both printed and online which can be made available directly to customers or through the travel agent (retailer). Offer clients the services of a resort representative whilst on holiday to provide information and advice and to deal with any problems that may be encountered whilst on holiday. Any other industry recognised function.

| | Marks |
|--|-------|
| (ii) 1 mark | 1 |
| Thomsons, Thomas Cook, First Choice or any recognised independent tour operator which may or may not be a member of AITO (Association of Independent Tour Operators). | |
| (c) 1 mark for each relevant point to a maximum of 3. | 3 |
| CAA – Civil Aviation Authority. A public corporation established by Parliament in 1972 as an independent, specialist aviation regulator and provider of air traffic services. Main activities include economic regulation, airspace policy, safety regulation and consumer protection eg description of ATOL advises government on aviation issues, conducts research or any other recognised service. | |
| (d) 1 mark for each relevant point made to a maximum of 3. | 3 |
| Main characteristics of a scheduled flight – Operate to a pre-determined published timetable, operation is not determined by load factor, destinations may or may not be tourist destinations, may or may not offer in-flight meals, snacks, drinks, entertainment as part of the fare paid. | |

Total 16

Question 2

Marks

- (a) **1 mark** Where there is a merger or takeover of two firms from successive stages of production and distribution in the chain of distribution. For example when a tour operator takes over an airline.

4

1 mark x 2 Benefits – Economies of scale, reduction of competition, maximises profits for the company, for example, can integrate and streamline systems making them more efficient, marketing advantages including strengthening the brand and brand image. Company can set service standards that apply to all aspects of the customer experience.

Any other relevant benefit.

1 mark for any known industry example of vertical integration. For example, Tour Operator Airtours bought over the Going Places chain of Travel agents.

- (b) **1 mark for each relevant point to a maximum of 4.**

4

Distinguishes between quality of attractions on a scale of 5 stars, with 1 star being fair and acceptable and 5 stars exceptional, world class.

Each attraction receives a visit from a VisitScotland Quality assurance inspector. Visits are carried out every two years. Quality is measured against set criteria. This informs visitors of the standards they can expect. Designed to improve the quality of products and services offered, useful marketing tool. The scheme also provides information on how to access development advice and other support services.

- (c) **1 mark for each relevant point to a maximum of 3.**
1 mark for illustration of chain of distribution showing the correct position of retailers.

4

Retailers are commonly known as travel agents. These can be individuals or companies which sell or offer for sale package holidays which are put together either by a tour operator or are tailor made by the travel agent to suit client requirements. Retailers also provide a range of other ancillary services including; car hire, attraction tickets, foreign exchange, travel insurance, other transportation bookings eg bus and advice to clients. Any other industry recognised service.

- (d) **1 mark for a named industrial visitor attraction and 1 mark for each relevant point up to a maximum of 3.**

4

Answers could refer to the chain of distribution and the role and interdependence of the attractions sector with transport and accommodation. Attractions would not be viable if there was no method of transporting visitors to the attraction either by public transport or private car with a suitable infrastructure. Also the important link between accommodation and attractions, both depend on each other for sales, profit and continued viability. Any other relevant point.

Total 16

Question 3

Marks

- (a) **1 mark for each example to a maximum of four and one mark for each reason to a maximum of four.**

8

Strengths – Established and recognised reputation for its food which will attract local visitors. Access to River Tay for fishing. Access to hotel in terms of relative proximity to Perth which has good transport links and Scotland's two largest cities – Edinburgh and Glasgow both with international airports.

Weaknesses – Poor signage makes it difficult to find, hotel needs upgrading and refurbished which may affect room rates, golf course only 9 holes not appealing to serious golfers.

Opportunities – Expertise of major international hotel company in strengthening and improving marketing and providing capital investment for refurbishment and upgrade opportunities for staff to gain experience working with a large international company.

Threats – Competition from other local hotels which have leisure facilities. Failure of approval from local authorities to proposed development plans which prevents expansion.

Any other industry acceptable examples.

- (b) (i) **1 mark for each identified market with brief explanation to a maximum of 3.**

3

Business and corporate market – Investment will attract corporate clients and incentive market. Investment in facilities will provide standard and range of facilities demanded by business clients. Incentive opportunities with access to golf course and world class fishing.

Short break leisure market - Investment in hotel facilities will appeal to short break leisure visitors interested in golfing, game/course fishing and enjoying scenic Perthshire countryside.

Golf market – Access to an onsite golf course which might be expected and proximity to many other top class golf courses including St Andrews within one hour travel will make the hotel an appealing destination.

Fishing, Hill Walking and any other appropriate activity market also accepted with good reasons given.

Any other viable market.

- (ii) 1 mark for each appropriate promotional method to a maximum of 3. 3**

Answer should be linked to market identified above.

Promotional methods could include: Business market – use staff to engage in personal selling to identified businesses and travel companies.

Short break - press advertising, for example, advertising short break packages in targeted national newspapers.

Golf – familiarisation trips for American travel agents, and travel journalists in order that they can experience the product first hand and then either sell directly to their own customers or write favourable press reviews, articles in golf magazines.

Any other acceptable industry examples.

- (iii) 1 mark for each. 2**

Appropriate ways of evaluating the success of a promotional campaign could include: Monitoring and comparing sales from before the campaign period and throughout the period of promotion. Monitoring numbers of new bookings in comparison to same period in previous year. Increase in profit generated in comparison to pre-promotional period. Monitor and track website hits or calls received from potential/interested guests. Any other industry accepted method of evaluation.

Total 16

Question 4

Marks

- (a) **1 mark for each relevant point to a maximum of 2.** **2**

“Exceeding customer expectations” When staff go the extra mile to deliver customer service beyond the accepted or identified normal standards. Making greater efforts than is required to anticipate and meet customer needs. This can be in terms of attitude, friendliness and helpfulness of staff or added value provided to goods or products purchased. Any other industry accepted example.

- (b) **1 mark for each point made to a maximum of 4.** **4**

The potential benefits to the company of introducing a customer service strategy; staff would be more knowledgeable about the importance of customer service and its vital role in keeping and attracting new customers, increasing customer loyalty, good word of mouth recommendations made about the business and how this impacts on sales and profitability. Other benefits would include a better trained and more customer focused workforce capable of doing their jobs more effectively. Staff would also feel valued by both guests and management and more likely to stay with the organisation so reducing staff turnover. This would have a positive impact in reducing recruitment and training costs for new staff. Any other industry accepted benefit.

- (c) **2 marks for explanation and 1 mark for each correctly identified method.** **4**

Primary research is new/original marketing research undertaken for a specific purpose and to help in marketing planning. Methods include; face to face questionnaire/interviews, focus groups, postal survey, observation survey, self completed surveys to targeted audience, mystery shopper. Any other industry recognised method.

- (d) (i) **USP – Unique Selling Point or Proposition** **2**

(ii) **1 mark for correct meaning of USP and 1 mark for description** incorporating facilities, landscape, sporting opportunities combination. A potential USP for Glensporran could be the combination of golfing and world class fishing facilities available at the hotel which is centrally located amongst some of the most beautiful landscape in Scotland.

- (e) **2 marks max for product, 2 marks max for place.** **4**

Main elements of **“product”** include; Country house hotel – accommodation and facilities of the hotel including, for example; rooms, public spaces, restaurant, 9 hole golf course, extensive grounds belonging to the hotel, access to River Tay for world class fishing. Main elements of **“place”** include; location – 5 miles from city of Perth - local market in terms of business and leisure guests, accessibility to major cities/international airports of Edinburgh and Glasgow for both domestic and international visitors. Also the channels of distribution used by the company to access identified markets and how these are influenced by new technology.

Total 16

Question 5

Marks

- (a) **1 mark per correct identification.** **5**

Identify each of the following tourist destinations.

- | | | |
|-------|-------------------|------------------|
| (i) | City A | Stirling |
| (ii) | Town B | Dumfries |
| (iii) | Natural feature C | Loch Ness |
| (iv) | Island D | Islay |
| (v) | River E | Tay |

- (b) Plot the following tourist destinations. See map. **5**

- | | | |
|-------|-----------------|-----------------------------|
| (i) | Island | Barra |
| (ii) | Natural feature | Bass Rock |
| (iii) | Forest park | Galloway Forest Park |
| (iv) | Sea area | Minch |
| (v) | Firth | Moray |

- (c) **1 mark for correct identification of natural attraction for each area.** **3**

Orkney Islands
Old Man of Hoy and RSPB Nature Reserve

The East Neuk of Fife
Isle of May, named beach

Royal Deeside.
River Dee, Grampian Mountains

- (d) (i) **2 points required for 2 marks** Brief description of the location of the area in Scotland. **2**

Orkney Islands – located off the North coast of Scotland separated from the mainland by the Pentland Firth.

East Neuk of Fife – Located in the east coast of Fife of the Scottish lowlands between the Firths of Tay and Forth.

Royal Deeside – North east of Scotland to the west of Aberdeen surrounding the valley of the River Dee

- (ii) **1 mark** An event attraction **1**

Orkney – St Magnus Festival

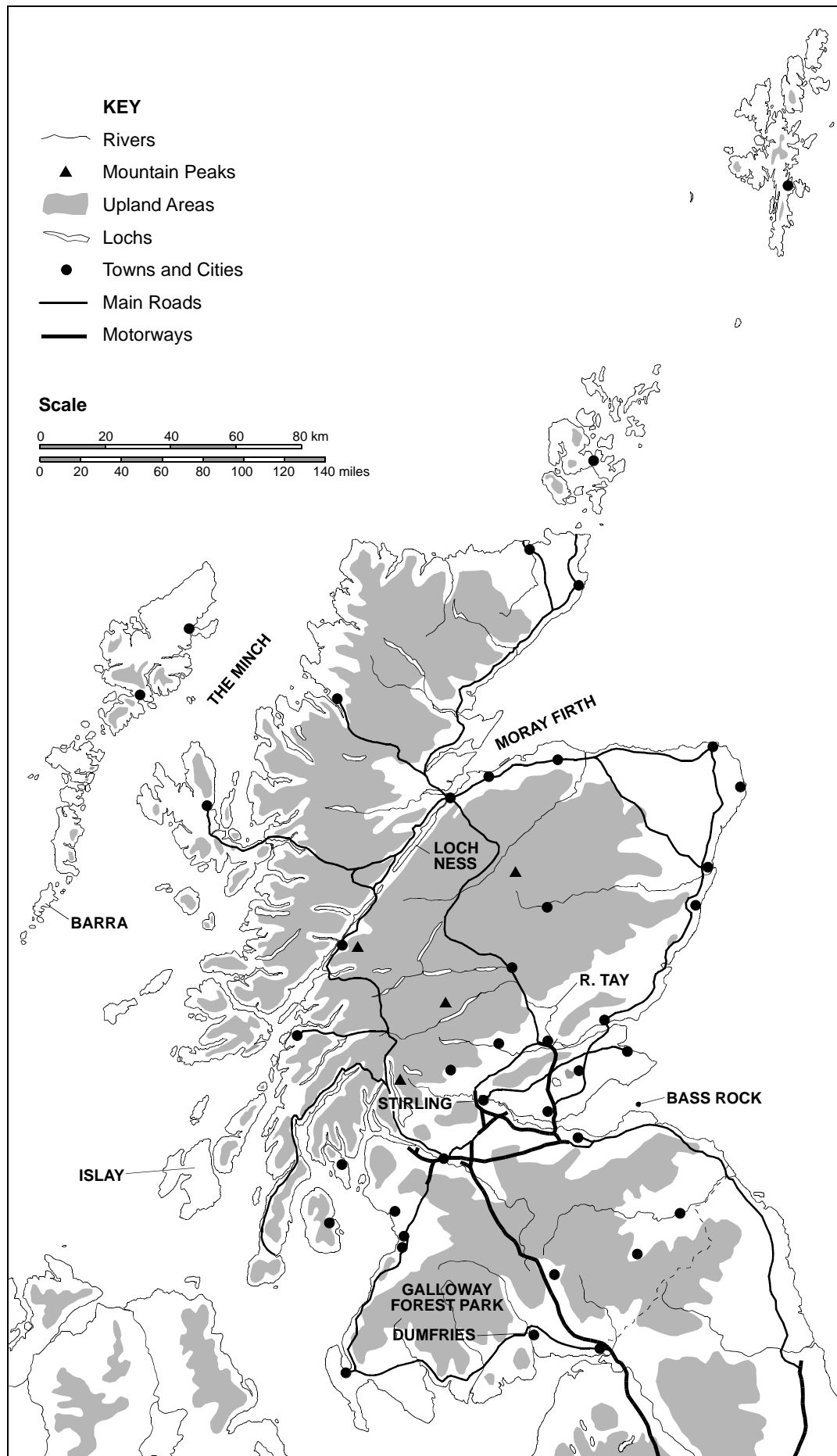
East Neuk – Open Golf Championships, Dunhill Links Championships, Leuchars Air Show

Deeside – Braemar Gathering Highland Games

Other recognised or published event attraction

| | | Marks |
|-------|---|-----------------|
| (iii) | <p>1 mark A historic property located in the area.</p> <p>Orkney –Bishop’s Palace Kirkwall, Skara Brae, Blackhammer Chambered Cairn, Broch of Birsay</p> <p>East Neuk – St Andrew’s Cathedral, St Andrew’s Castle, Scotland’s Secret Bunker, Keltie Castle</p> <p>Deeside – Crathes Castle, Crathie Kirk, Balmoral Castle.</p> | 1 |
| (iv) | <p>1 mark The appeal of the area to the tourist.</p> <p>Isolated, low lying hills, many islands to visit. Flora and fauna.</p> <p>Beautiful coastal scenery, day out from Edinburgh.</p> <p>Touring holidays. Royal connections, Skiing in winter. Game fishing and shooting.</p> | 1 |
| | | Total 18 |

Map 1 – Reference Question 5



Question 6

| | | Marks |
|-----|--|-------|
| (a) | (i) 2 x 1 marks for two features. Rounded hills with deep valleys drained by rivers eg Tweed that are used for fishing. Historical area with many castles and abbeys eg Melrose Abbey. Low coastal area to west with many bays eg Wigtown Bay opening into the Solway Firth. | 2 |
| | (ii) 1 mark. Galloway Tourist Route or the Borders Historic Tourist Route. | 1 |
| | (iii) Set out an itinerary for their short break starting and finishing in Edinburgh. 1 mark for each day x 3 to include different overnight stops and an appropriate named visitor attraction that they could visit each day. Visitor attractions could include Abbotsford House, Melrose Abbey, Culzean Castle etc. 1 mark for Burns Country overnight stop 1 mark for Borders overnight stop 4 marks for 6 correct attractions Or 3 marks for 4/5 correct attractions Or 2 marks for 2/3 correct attractions Or 1 mark for 1 correct attraction 1 mark for feasibility ie 6 attractions + 2 overnight stops must be included in a logical itinerary to get this mark. | 7 |
| | (iv) 1 mark for each outdoor or sporting activity. A description of any two activities and their location. For example fishing on the River Tweed, golf at Turnberry or similar. | 2 |
| | (v) 1 mark. Selkirk Bannock, Border Tart, Ecclefechan Butter Tart, Tweed Kettle, Lockerbie Cheese, Traquair Ale, Broughton Beers, Jeddart Snails, Hawick Balls, Ayrshire Bacon, Ayrshire Potatoes, Bladnoch Whisky and any local seafood produce. | 2 |
| (b) | (i) 2 points 1 mark per point. Describe the strengths of Scotland's tourism product for business tourism. International Airports (give named examples), good links from airports to city centres high quality hotels with international cuisine, plenty of attractions and night life. Purpose built conference and meeting facilities, unusual venues, range of activities. | 2 |
| | (ii) 2 marks Name two activities or attractions the delegates can enjoy or visit when they are not attending the conference. Any suitable named activities or attractions within easy reach of the named city. | 2 |
| | (iii) 1 mark for venue and reason eg Aberdeen Exhibition and Conference Centre which can easily accommodate 200 people – also adequate road, rail and air links. | 1 |

Total 18

Question 7**Marks****(a) 1 mark per correct identification.****5**

- | | | |
|-------|--------------------|----------------------------|
| (i) | Country A | Thailand |
| (ii) | City B | Las Vegas |
| (iii) | Man made feature C | Great Wall of China |
| (iv) | Island D | Jamaica |
| (v) | River E | Mississippi |

(b) 1 mark per correct location.**5**

- | | | |
|-------|------------|----------------------|
| (i) | Island | Cyprus |
| (ii) | Sea | Caribbean Sea |
| (iii) | Country | Sweden |
| (iv) | City State | Singapore |
| (v) | River | River Nile |

(c) 1 mark for correct identification of both the natural and the man made visitor attraction for each area.**3**

- | | | |
|-------|--------|--|
| (i) | Japan | Mount Fujiyama |
| (ii) | India | Himalayas or Ganges or beaches (Goa) |
| (iii) | Mexico | Rockies (Sierra Madre) or Volcanoes (Popocatapetl) or beaches (Cancun) |

(d) 1 mark each point.**5****Japan**

- | | |
|--------------|---|
| Capital city | Tokyo |
| Location | East Asia to the east of China and separated from it by the Sea of Japan Pacific Ocean to the east. |
| Cuisine | Sushi |
| Language | Japanese |
| Currency | Yen |

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. |
| Cuisine | Curries |
| Language | Hindi or any other language spoken in India |
| Currency | Rupees |

Mexico

- | | |
|--------------|--|
| Capital city | Mexico City |
| Location | Central America with US to the north. Pacific Ocean to the west and the Gulf of Mexico to the east |
| Cuisine | Chilli, tacos, guacamole, etc |
| Language | Spanish |
| Currency | New Peso |

Total 18

Map 2 – Reference Question 7



Question 8

Marks

- (a) (i) **1 mark for description covering at least two points.** **1**
Canada – Situated in North America to the north of the United States.
Atlantic Ocean to the east and the Pacific Ocean to the west.
Brazil – Situated in the north east of South America. The Atlantic Ocean lies to the east. Bordered by Peru, Bolivia, Paraguay
Australia – Situated in the Southern Hemisphere and north west of New Zealand. Pacific Ocean to the east and the Indian Ocean to the west
- (ii) **2 points required for 2 marks.** **2**
Canada – Vast country with a variety of landscapes eg Great outdoors the Rocky Mountains to the west, the cold northlands around Hudson Bay and the cities and lowland areas of the Great Lakes.
Brazil – Variety of landscapes eg Amazon rainforest, high central plateau and sandy beaches in east.
Australia – Variety of landscapes eg interior desert, high Snowy Mountains, beaches, cities eg Sydney and Melbourne.
- (iii) **1 mark each for 2 marks.**
Canada – eg Toronto – minus 4-5 hours
Brazil – eg Rio de Janeiro – minus 2-3 hours
Australia – eg Sydney – plus 10-11 hours.
- (iv) **1 mark for each point to a maximum of 5. Answers can be from the same or different locations – one location could cover all activities and attractions.** **5**
- Canada – Skiing – Banff and the Rocky Mountains
Sailing – The Great Lakes
Fishing – the rivers of Vancouver and the west
Calgary stampede or similar
CN Tower, Toronto, Niagara Falls
- Brazil – Watersports - beach sports (volleyball on the beaches eg Copacabana Beach)
Rafting exploring – River Amazon
Sao Paulo – Football
Carnival festival in Rio de Janeiro
Christ the Redeemer, Copacabana or Ipanema, Iguacu Falls
Architecture of Brasilia
- Australia – Watersports – beach sports (volleyball on the beaches eg Bondi Beach)
Diving – Great Barrier Reef
Skiing – Snowy Mountains
Walkabout in the Australian Outback
New Year fireworks celebrations, Sydney Harbour
Sydney Opera House, Sydney Harbour Bridge, The Great Barrier Reef

| | | Marks |
|---------|--|-----------------|
| (v) | 1 mark. Canada – Various native Indian and cowboy cultures Brazil – Beach culture, Samba Australia – Aboriginal culture | 1 |
| (vi) | 1 mark. Canada – Native American crafts eg jewellery or souvenirs (dream catchers). Maple syrup. Brazil – Rio – jewellery, gems (emeralds); Sao Paolo - crystal, pottery; Belem – jungle items Australia – Boomerangs, koala bears etc | 1 |
| (vii) | 1 mark. Canada – DVT on flight, jet lag. Brazil – Malaria tablets if going to north, DVT, jet lag. Australia – DVT, jet lag | 1 |
| (b) (i) | 2 points 2 marks. International Airport nearby, good links from airport to city centres with international cuisine, availability of accommodation, good conference venues, attractions and night life. | 2 |
| (ii) | 1 mark. Examples could include New York (very cold), Las Vegas (warm, dry) Miami (hot), Chicago (freezing), San Francisco (clear, cool). | 1 |
| (iii) | 2 points 2 marks. Any suitable named activities or attractions within easy reach of the city. | 2 |
| | | Total 18 |

[END OF MARKING INSTRUCTIONS]