

FOR OFFICIAL USE

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

Total

--

**X217/201**

NATIONAL  
QUALIFICATIONS  
2007

THURSDAY, 24 MAY  
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

--

Town

--

Forename(s)

--

Surname

--

Date of birth

Day Month Year

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

Scottish candidate number

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

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) (i) Only **two** of the groups in the table below could be correctly described as tourists.

Place a tick against the two groups of your choice.

A group of Japanese executives spending two weeks golfing in Scotland.	
A group of Spanish students living in Edinburgh to improve their English.	
Four American oil engineers working on a six month contract in Aberdeen.	
A group of teenagers spending the day shopping in Glasgow. They will also attend a pop concert at the SECC in the evening.	
A family from Belgium visiting relatives in Inverness as part of their tour of Scotland.	

2

- (ii) For **one** of the groups you have chosen, give **two** reasons to justify your choice.

Choice \_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

2

- (b) Give **two** reasons for the development of seaside resorts in Britain in the 19th century.

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

\_\_\_\_\_

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

\_\_\_\_\_

2

*Marks*

**Question 1 (continued)**

- (c) Give an example of **one** economic development and **one** social development that has led to the growth of tourism **since 1960**.

Economic development \_\_\_\_\_

\_\_\_\_\_

Social development \_\_\_\_\_

\_\_\_\_\_

2  
(8)

**[Turn over**

Marks

**Question 2**

Choose **three** of the terms from the list below and explain **fully** what they mean.

- **Outbound Tour operator**
- **Travel agent**
- **Charter flight**
- **Mass tourism destination**

Note: You must give **two** separate points within each of your answers to achieve full marks.

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Term 3 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(6)

Marks

**Question 3**

Three **types of businesses** involved in the tourist industry are listed below.

- Tour operator
- Low cost/no frills airlines
- City centre hotel

For each business, identify:

- **one** important consumer group;
- **one** effective promotional method to attract that group.

You must give a **different** consumer group and a **different** promotional method for each.

Write your answers in the grid below.

<i>Type of business</i>	<i>Tour operator</i>	<i>Low cost/no frills airlines</i>	<i>City centre hotel</i>
Consumer Group			
Promotional Method			

(6)

[Turn over

*Marks*

**Question 4**

Tour operators, low cost/no frills airlines and city centre hotels provide a range of employment opportunities within the travel and tourism industry.

For each business, give **two** examples of jobs they provide.

Tour Operators:

Example 1 \_\_\_\_\_

Example 2 \_\_\_\_\_

**2**

Low cost/no frills airlines:

Example 1 \_\_\_\_\_

Example 2 \_\_\_\_\_

**2**

City centre hotel:

Example 1 \_\_\_\_\_

Example 2 \_\_\_\_\_

**2**

**(6)**

Marks

**Question 5**

(a) Scotland is an important tourist destination for

- (i) **activity holidays** and for
- (ii) **business tourism**.

Explain fully what each of these terms mean and give an example of a suitable destination in Scotland.

(i) Activity Holidays

Explanation \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Suitable destination \_\_\_\_\_

3

(ii) Business Tourism

Explanation \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Suitable destination \_\_\_\_\_

3

(b) In Scotland, many of the providers of business tourism services belong to the private sector. Explain what the term **private sector provider** means, and give an example.

Explanation \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Example of provider \_\_\_\_\_

2

(8)

**[Turn over**

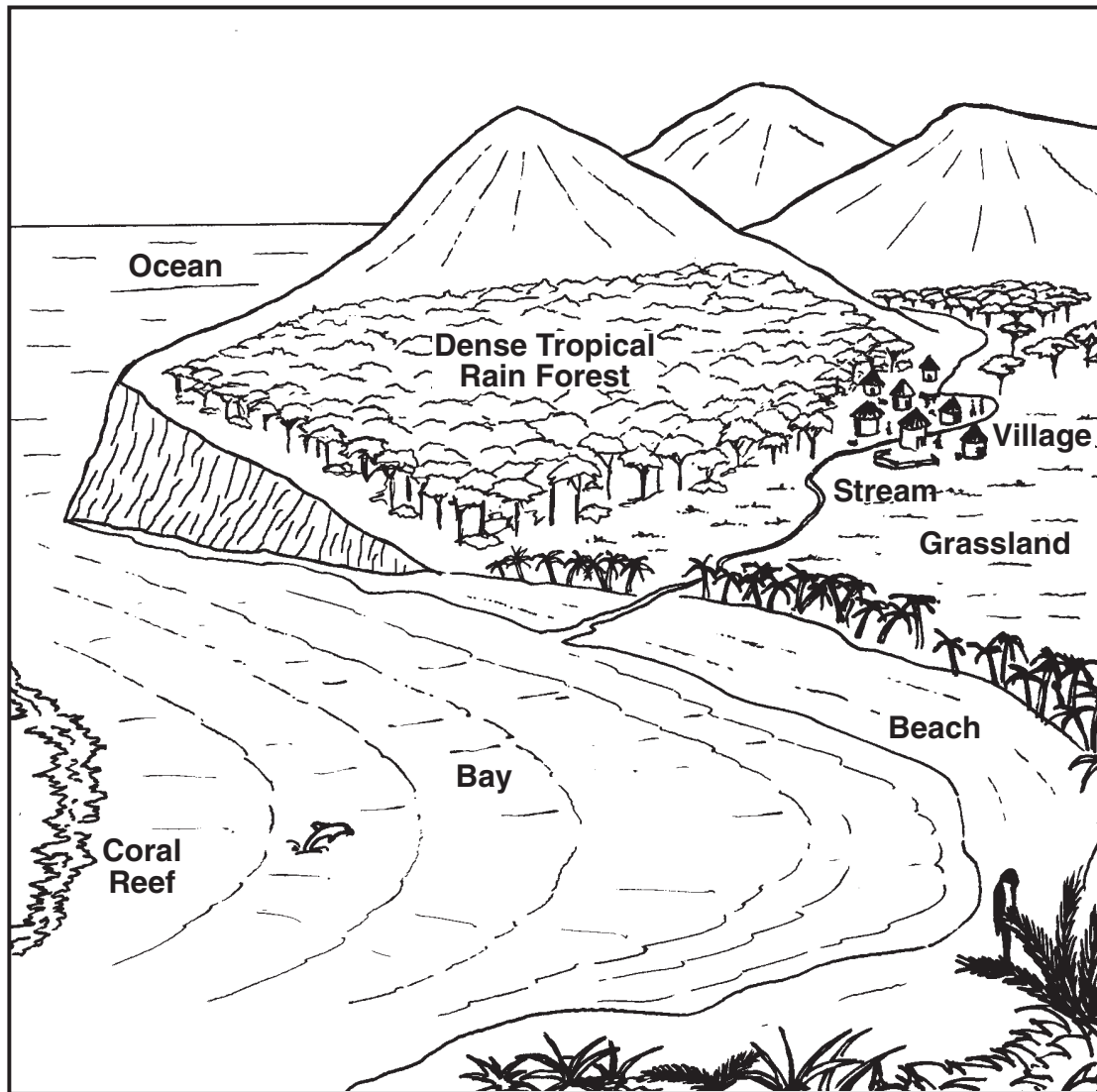
Marks

### Question 6

Look at **Reference Diagram Q6** and answer the questions that follow.

The sketch shows part of an island in the Caribbean where a multinational hotel group wish to build a 5 star hotel that can accommodate 500 guests throughout the year.

**Reference Diagram Q6**



- (a) Describe the **economic** benefits that this development might bring to the island and its people.

---

---

---

---



*Marks*

**Question 6 (continued)**

- (b) Describe the **social** or **cultural** problems that this development might bring to the people of the island.

---

---

---

---

**2**

- (c) The hotel group aims to minimise any damage to the environment and the communities that live there.  
Describe how this aim could be achieved.

---

---

---

---

---

---

---

---

---

---

**4**

**(8)**

**[Turn over**

Marks

**Question 7**

Examine the leaflet “The Royal Yacht Britannia” provided with the examination paper.

- (a) Give examples of ways in which this promotional leaflet uses pricing to increase demand.

---

---

---

---

2

- (b) With reference to each of the AIDA principles (Attention, Interest, Desire and Action), describe how the leaflet will encourage people to visit the attraction.

---

---

---

---

---

---

---

---

4

- (c) Suggest **two** reasons why the opening hours on the Britannia are longer in the period from April to October than in November to March.

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

---

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

---

2

**(8)**

*Marks*

### Question 8

Sarah (aged 20) working in the Beatrix Potter Experience, a visitor attraction in Bowness on Windermere, has just had the following discussion with a customer.

**Customer** “I haven’t seen so much rubbish in all my life—what a waste of money.”

**Sarah** “Well it costs no more than other attractions.”

**Customer** “There’s more to see in others and more interactive displays.”

**Sarah** “Well you’re not exactly a child—maybe it was a bit young for you.”

**Customer** “I’m a Beatrix Potter fan! I wanted to see the exhibits.”

**Sarah** “And you did. You know we don’t usually get any complaints.”

**Customer** “I don’t like your tone. I demand to see the manager.”

Identify what Sarah did wrong in handling the customer’s complaint.

How could she have handled the situation better?

---

---

---

---

---

---

---

---

---

---

(5)

**[Turn over**

Marks

**Question 9**

Many applications of information technology (IT) are referred to as **back office functions**.

For a small independent travel agency, describe **three** different back office functions which involve the use of IT.

Function 1

\_\_\_\_\_

Description

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Function 2

\_\_\_\_\_

Description

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Function 3

\_\_\_\_\_

Description

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(6)

Marks

**Question 10**

Examine the following list of computerised systems. Match them to the most appropriate business in the table below and give a short description of how each would be used.

1. Galileo (Global Distribution System)

2. VisitScotland.com

3. Viewdata

<i>Tour and Tourism Business</i>	<i>Computer System No</i>	<i>Description</i>
The MacDonald Hotel Group		
Thomas Cook (Travel Agencies)		
British Airways		

(6)

[Turn over

Marks

**Question 11**

Study the map of the United Kingdom in **Reference Diagram Q11** (on *Page fifteen*) and identify the tourist destinations marked 1 to 5.

- 1 \_\_\_\_\_ (Town)
- 2 \_\_\_\_\_ (National park)
- 3 \_\_\_\_\_ (Coastal resort)
- 4 \_\_\_\_\_ (County)
- 5 \_\_\_\_\_ (River)

**(5)**

Reference Diagram Q11



**Question 12**

*Marks*

Study the map of Europe in **Reference Diagram Q12** (on *Page seventeen*) and identify the tourist destinations marked 1 to 5.

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

**(5)**



**Reference Diagram Q12**



**[Turn over**

**Question 13**

*Marks*

Study the map of North and Central America in **Reference Diagram Q13** (on *Page nineteen*) and identify the tourist destinations marked 1 to 3.

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

2 \_\_\_\_\_ (State)

3 \_\_\_\_\_ (Island)

**(3)**

**Reference Diagram Q13**



**[Turn over**

*Marks*

**Question 14**

A group of Spanish businesses requires you to arrange a conference for 500 delegates.

They have requested a coastal venue with an excursion into the scenic English countryside.

The delegates will arrive at Manchester Airport within an hour of one another.

Suggest:

(a) a conference venue (town) \_\_\_\_\_

(b) a suitable method of transfer \_\_\_\_\_

(c) scenic area to visit \_\_\_\_\_

**(3)**

*Marks*

**Question 15**

Mr and Mrs Winterton, a retired couple in their mid 60s, are looking to book a holiday to a European beach resort.

They are hoping for a peaceful holiday and an escape from the British winter.

- (a) Recommend a specialist type of brochure which might provide relevant information.

\_\_\_\_\_

**1**

- (b) Recommend a suitable destination giving **two** reasons for your choice.

Destination \_\_\_\_\_

**1**

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

\_\_\_\_\_

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

\_\_\_\_\_

**2**

- (c) Name a scenic feature close to your recommended destination **or** describe the type of scenery associated with the destination.

\_\_\_\_\_

**1**

- (d) Name a suitable airport for the Wintertons to fly into.

\_\_\_\_\_

**1**

**(6)**

**[Turn over**

**Question 16**

*Marks*

For the following City Break destinations, complete the missing information in the table.

	Rome	Amsterdam
<b>Two visitor attractions (Must be named attractions)</b>		
<b>Possible day trip</b>		

(6)

**Question 17**

*Marks*

You work in a travel agency and have been asked by a family group about the advantages and disadvantages of a summer holiday in Florida.

Describe the advantages and disadvantages of the area for families with young children.

Advantages

---

---

---

---

---

Disadvantages

---

---

---

---

---

(5)

**Total (100)**

[END OF QUESTION PAPER]

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

## ACKNOWLEDGEMENT

Leaflet for use with Question 7 - The Royal Yacht Britannia leaflet (2005) is reproduced by kind permission of The Royal Yacht Britannia.



## OPENING TIMES FOR 2005

*Britannia* is open every day of the year, except Christmas Day and New Year's Day. We suggest you allow up to 2 hours for your *Britannia* experience.

April to October  
Daily 9.30am - 4.30pm (last admission)

November to March  
Daily 10.00am - 3.30pm (last admission)

## PRICES FOR 2005

Adult	£9.00
Senior Citizen (aged 60+)	£7.00
Child (aged 5-17)	£5.00
Family (2 adults & up to 3 children)	£25.00

If you are visiting in August, to avoid queueing we recommend you pre-book your tickets by calling 0131 555 5566.

Groups of 15 or more call 0131 555 8800 (Mon-Fri) and pre-book to get your group discount.

## GIFT AID

It costs you nothing extra to Gift Aid the value of your admission to *Britannia's* charitable trust - but increases your donation by 28% to help preserve this wonderful ship.

## AUDIO TOUR

If you've never taken an audio tour before, you're in for a pleasant surprise - it uncovers *Britannia* deck by deck.

The cost? It's included in the admission, and you can choose from 15 languages. We've recorded a children's tour in English, a version for the visually impaired and one for people with learning difficulties. Printed scripts are also available.



## OCEAN TERMINAL

This is where Edinburgh comes to shop, eat, drink and relax - away from the hectic pace of the city centre. From Terence Conran dining to cosy cafés, high street stores to unique boutiques - there's something for every taste.

[www.oceanterminal.com](http://www.oceanterminal.com)



**"IT WAS WONDERFUL,  
THE HIGHLIGHT OF OUR  
TRIP TO EDINBURGH."**

Alice and Margaret, Suffolk

## CORPORATE ENTERTAINING

We know you'll enjoy your visit. Now imagine what your guests would make of an exclusive evening on board the world's most famous ship.

Call our Events team on 0131 555 8800 and see how we can create the perfect evening for you.

## HOW TO GET HERE

*Britannia* is berthed in Leith, only 15 minutes from Edinburgh city centre. Our Visitor Centre is in Ocean Terminal on the 2nd floor.

**By car:** Follow brown *Britannia* signs and park at Ocean Terminal (blue car park level E is the closest).

**From City Centre:** A900 Leith.

**From Forth Road Bridge:** A90 City Centre ▶ A902 Leith ▶ A901 Port of Leith.

**From M8 (J1):** A720 City Bypass North ▶ A8 City Centre ▶ A902 Leith ▶ A901 Port of Leith.

**From A720 City Bypass:** Follow A720 Leith ▶ Old Craighall Junction ▶ A1 Edinburgh ▶ A199 Leith.

**From A1:** Follow A1 Edinburgh ▶ A199 Leith.

**By bus:** Majestic Tour Bus and Lothian Buses 1, 11, 22, 34 and 35 run from the city centre to Ocean Terminal.

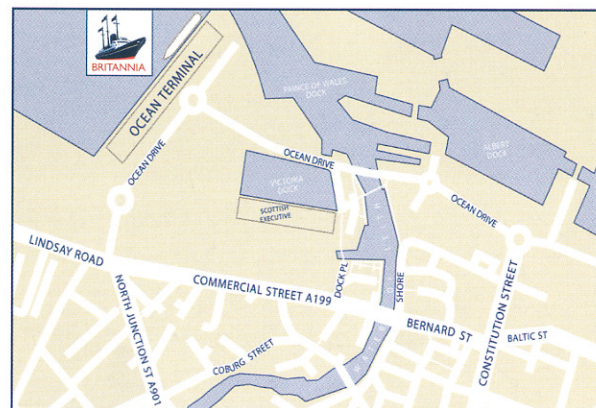
## CONTACT US

Ocean Terminal, Leith, Edinburgh EH6 6JJ

0131 555 5566 (Mon-Fri)

[enquiries@tryb.co.uk](mailto:enquiries@tryb.co.uk)

[www.royalyachtbritannia.co.uk](http://www.royalyachtbritannia.co.uk)



Map of Leith

2005



# THE ROYAL YACHT BRITANNIA

OCEAN TERMINAL, EDINBURGH

"Scotland's favourite day trip"  
The Scotsman  
"Scotland's leading  
visitor-friendly attraction"  
BBC News

"Absolutely fascinating, wonderful to  
get a glimpse of life on board"  
B. Ward, Visitor







**Britannia.** She played host to some of the world's most famous people, but above all was home for the Royal Family.

Now you are welcome on board, to experience this floating palace for yourself - discovering the heart and soul of a very special royal residence.

#### DISCOVER YOUR BRITANNIA

You'll receive a truly warm welcome at *Britannia's* Visitor Centre in Ocean Terminal before you step on board - here you can view displays and historic photographs that detail *Britannia's* fascinating past. The personal self-led audio tour will enable you to enjoy the Yacht's five decks and provides a rare glimpse into the life of the British Royal Family.



#### PRESERVING BRITANNIA

Today, *Britannia* is owned by The Royal Yacht *Britannia* Trust, a self-funding charity, and all proceeds go towards maintaining this important part of our maritime heritage. We are very grateful for your support.

#### IN THE FOOTSTEPS OF THE GREAT

From Sir Winston Churchill to Boris Yeltsin, Rajiv Ghandi to Nelson Mandela, some of the world's most influential people were welcomed on board. Now you are free to see what they saw, to stand where they stood.

#### COME ABOARD, ONE AND ALL

*Britannia's* five main decks are open for you to explore. They're fully accessible for wheelchair users, single child buggies and those with walking difficulties.

#### EXAMINE EVERY DETAIL

Every part of *Britannia* includes rich treasures to enjoy. Almost all the pieces in the State Apartments are on loan from The Royal Collection, with the kind permission of Her Majesty The Queen. Elsewhere you will see artefacts from previous Royal Yachts, including the fabulous silver in the Officers' Wardroom.

You'll also have a chance to see the working side of the ship, from the once oppressive heat of the laundry to the crew's densely packed quarters.



**"WE REALLY ENJOYED THE EXPERIENCE OF VISITING THIS FAMOUS YACHT. THE AUDIO COMMENTARY WAS FIRST CLASS"**

Mr Cooper, Devon

**"WE HAD A WONDERFUL AFTERNOON ON BOARD, A REAL FEELING OF HISTORY"**

The Armstrong Family, Isle of Man

#### TOUR HIGHLIGHTS

##### State Drawing Room

Where Her Majesty entertained her special guests. You can almost hear the clink of crystal and the music from the baby grand piano in this elegant retreat.

##### State Dining Room

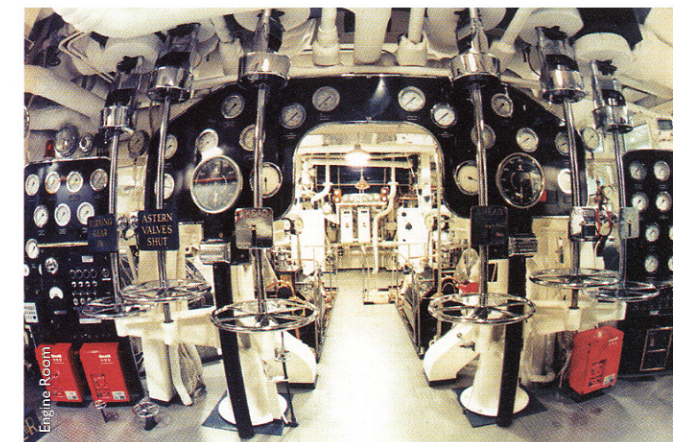
Sometimes cinema, sometimes banqueting suite, sometimes chapel - discover the many lives of this grand space.

##### The Queen's Bedroom

From the furniture to the fittings, this room is as it was in 1953 when *Britannia* was launched. It is the only living monarch's bedroom on view to the public.

##### Sun Lounge

The Queen named this as one of her favourite places on board - where she enjoyed breakfast and afternoon tea.



##### Crew's Quarters

See where some of the 220 Yachtsmen lived - and learn about the unusual customs on board.

##### NAAFI

Once the place for the crew to buy everyday essentials, here you can stock up on our delicious home-made fudge and traditional sweets.

##### Engine Room

A testament to British engineering. You'll be amazed at the immaculate condition of the engines that powered *Britannia* over one million miles.

##### Royal Barge

Even the journey from *Britannia* to harbour was made in understated luxury - now you can get closer than most.

##### Britannia Gift Shop

Back on dry land, our award-winning shop in Ocean Terminal has exclusive gifts and popular *Britannia* souvenirs as distinctive as *Britannia* herself. What will you choose to remember your visit?

##### Admiral's Suite

Over the years, nine Admirals and a Commodore captained *Britannia*. Each one slept in the suite's compact Sleeping Cabin - and used the Day Cabin to work, eat and relax.