

Surname	Centre Number	Candidate Number
Other Names		0



**LEVEL 1/2 AWARD**

9802/01



S15-9802-01

**TOURISM**

**UNIT 2: The Business of Tourism**

A.M. WEDNESDAY, 17 June 2015

1 hour 15 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	21	
2.	18	
3.	21	
<b>Total</b>	<b>60</b>	

**ADDITIONAL MATERIALS**

A calculator will be required for this paper.

**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

**INFORMATION FOR CANDIDATES**

You are reminded of the necessity for good English and orderly presentation in your answers.

The number of marks is given in brackets at the end of each question or part-question.

Answer **all** the questions in the spaces provided.

1. Study **Scenario 1** which gives information on a tourism organisation.

**SCENARIO 1**

VisitBritain is a national tourism organisation, funded by the Department for Culture, Media and Sport, which promotes Britain's tourism industry worldwide. One of its objectives is to increase the number of inbound visits by working with other sectors of Britain's tourism industry.

Tourism organisations such as VisitBritain have different forms of ownership.

- (a) Complete the following table by ticking **either** the True **or** False column.

Statement	True	False
VisitBritain is a limited company		
VisitBritain is a public sector organisation		
VisitBritain is a voluntary organisation		
VisitBritain is a not for profit organisation		

[4]

Study **Figure 1**, which shows the number of inbound visits to the UK between 2011 and 2014.

Year	Number of visits (millions)
2011	30.8
2012	31.1
2013	32.7
2014	34.0

**Figure 1**

- (b) (i) Calculate the increase in visits between 2011 and 2013. [1]

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One of VisitBritain's objectives for 2015 is to increase the number of inbound visits by 3% from the 34.0 million in 2014.

- (ii) Calculate the number of visits needed in order for VisitBritain to meet its objective for 2015. [2]

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VisitBritain’s objective for 2015 might be affected by exchange rates.

(c) Explain how a change in exchange rates might affect VisitBritain’s objective. [4]

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One other objective for VisitBritain is to promote the UK’s tourism industry, including those organisations responsible for major events.

(d) (i) Explain **two** methods VisitBritain might use to promote the UK’s tourism industry. [4]

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2. Study **Scenario 2** which gives information on a tourism business.

**SCENARIO 2**

Seaview Guest House is a detached property, set within a large garden, which offers 2 double bedrooms with a shared bathroom. It is located in a quiet west Wales coastal town and is within a short distance of the local beach and coastal walks. The majority of guests are aged 55 or over. The guest house is open from March until October.

The owner, Mrs Rhian James, has noticed a decline in guest numbers and profitability during the last two years. Her objectives for the next two years are to increase guest numbers and profitability by 15%.

(a) Describe the form of ownership of Seaview Guest House. [2]

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Mrs James is satisfied with the marketing of the guest house and is therefore considering other methods in order to achieve her objectives of increasing guest numbers and profitability by 15%.

(b) Explain **two** ways in which Mrs James might achieve the objectives. [4]

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A range of factors could determine whether Mrs James is successful in achieving her business objectives.

- (c) (i) Draw a line to link each type of factor to its correct description. [4]

Each type of factor should be linked to one description only.

An example has been completed for you. The lines may cross over each other.

Type of factor	Description
Economic	Recycling waste
Environmental	Disposable income
Economic	Inflation
Social	Income tax
Economic	Demographics

(ii) Explain how a rise in inflation could affect Mrs James' business objectives. [4]

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A local business person has submitted plans to the local council for the development of the town's harbour to include apartments, a hotel, shops, bars and restaurants.

If the plans are accepted:

(d) (i) Explain **one** advantage for Seaview Guest House. [2]

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(ii) Explain **one** disadvantage for Seaview Guest House. [2]

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3. Study **Scenario 3** which includes information on a visitor attraction.

**SCENARIO 3**

**Xciteville Theme Park is a popular visitor attraction which offers a range of adventure and family rides. Xciteville is owned by ProParks PLC which operates more than 20 visitor attractions including water parks, zoos, leisure parks and aquariums. ProParks PLC employs 1,000 permanent staff and 2,000 temporary staff during the peak season.**

**ProParks PLC is a dynamic and highly competitive business which aims to be a world leader in visitor attractions by continual growth and updating of present facilities.**

ProParks PLC is a limited company.

(a) Explain this type of ownership.

[2]

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ProParks PLC aims to be a world leader in visitor attractions by continual growth and updating present facilities.

(b) Explain how ProParks PLC might achieve its aim.

[4]

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Study **Figure 2** before answering question 3(c)(i).



**Figure 2**

**Figure 2** includes three Rights and Responsibilities of the employer:

- 1. Minimum Wage.
- 2. Holiday Entitlement.
- 3. Working Hours.

(c) (i) Explain how they each might affect the operation of Xciteville Theme Park. [6]

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Health and safety is another responsibility of Xciteville Theme Park.

- (ii) Explain **two** ways in which Xciteville Theme Park might ensure the health and safety of its employees. [4]

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Study **Figure 3** which shows the different entry categories and prices offered by Xciteville Theme Park.

Entry category	Price
Standard (ages 13+)	£22 per person
Junior (ages 3 – 12)	£15 per person
Under 3s	Free
Senior citizen	£15 per person
Family of 4	£64
Education Group Rate (ages 3 to 19) 1 teacher free for every 15 students	£11.50 per person
Annual Pass	£70 per person

**Figure 3**

A secondary school group consisting of 45 students and 3 teachers are planning to visit the theme park.

- (d) (i) Calculate the total entry cost for the school group. [1]

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- (ii) Explain why Xciteville Theme Park offers a range of prices. [4]

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