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**Pearson BTEC
Level 1/Level 2
First Certificate**

Centre Number

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Learner Registration Number

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Travel and Tourism

Unit 7: Travel and Tourism Business Environments

Monday 18 January 2016 – Morning

Time: 1 hour

Paper Reference

21627E

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 One example of a current trend is the rise in popularity of low-cost airlines.

(a) Give **one** other example of a current transport trend.

(1)

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Many people choose to spend their holidays at home.

(b) Identify this type of holiday.

(1)

- A Staycation
- B All inclusive
- C Inbound
- D Tailor-made

(c) Give **one** example of a cultural trend in the travel and tourism sector.

(1)

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(Total for Question 1 = 3 marks)

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2 (a) Changing levels of employment is an example of which type of trend?

(1)

Employment within UK tourism industries between 2010 and 2013

Industry Group	Employment ('000s)			
	2010	2011	2012	2013
Accommodation	340	347	352	396
Food and beverage	1,167	1,179	1,204	1,238
Passenger transport, vehicle hire, travel agencies	518	501	507	500
Cultural, sports, recreational and conference	703	709	705	708

(Source: adapted from the Annual Population Survey 2010–2013, ONS)

Use the table to answer questions 2(b) and 2(c).

(b) Which industry group had the lowest employment in 2012?

(1)

(c) In which year did the food and beverage industry employ the highest number of people?

(1)

(Total for Question 2 = 3 marks)



3 Tourism Action monitors the impact that tourism has on communities across the world. It is a charitable organisation.

(a) Other than a charitable organisation, give **one** other type of business ownership.

(1)

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(b) Give **two** advantages of Tourism Action being a charitable organisation.

(2)

1

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2

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Tourism Action has a flat staffing structure.

(c) (i) Identify **one** other type of staffing structure.

(1)

- A** Cooperative
- B** National
- C** Enterprise
- D** Hierarchical

(ii) Give **two** advantages for Tourism Action of having a flat staffing structure.

(2)

1

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2

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(Total for Question 3 = 6 marks)



4 Hotels and self-catering are both types of accommodation.

(a) Outline what is meant by the term self-catering.

(1)



(Source: © Gary Bembridge tipsfortravellers.com)

Airport passenger lounges are an example of an intangible service.

(b) Give **one** other example of an intangible product or service in the travel and tourism industry.

(1)

(Total for Question 4 = 2 marks)



5 Sunrise Manor is a four star hotel located on the north east coast of England. The hotel has hired an external organisation to carry out advertising and promotion on its behalf.

(a) State **two** functions of an advertising and promotion organisation.

(2)

1

2

One reason Sunrise Manor has hired an external organisation to carry out its advertising and promotion is because of their expertise.

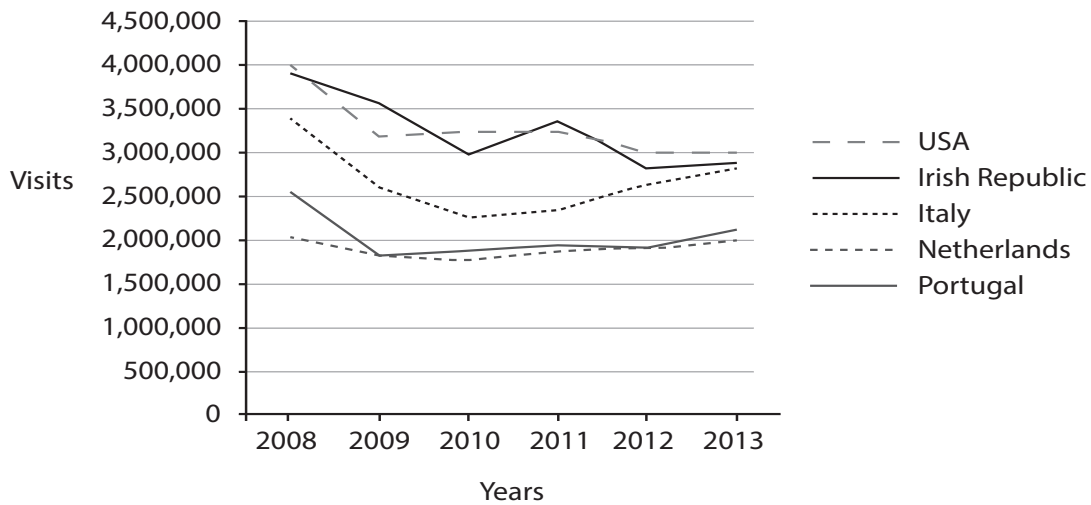
(b) Other than expertise, explain **one** other advantage for Sunrise Manor of using an external company for advertising and promotion.

(2)

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(Total for Question 5 = 4 marks)

6 The graph shows the number of outbound visits made by UK tourists to overseas destinations between 2008 and 2013.



(Source: www.ons.gov.uk)



Use the graph to answer questions 6(a) to 6 (c).

(a) Which year saw the lowest number of visits by UK tourists to Italy? (1)

- A 2011
- B 2010
- C 2009
- D 2008

(b) Which country saw the highest number of visits by UK tourists in 2012? (1)

- A Netherlands
- B Portugal
- C Irish Republic
- D USA

(c) How many visits were made by UK tourists to the Netherlands in 2013? (1)

- A 2,000,000
- B 2,500,000
- C 3,000,000
- D 3,500,000

The increased use of low-cost airlines has reduced the cost of flying to some European destinations.

(d) Other than cost, explain **one** other way that the increased use of low-cost airlines has helped to promote the popularity of European destinations. (2)

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(Total for Question 6 = 5 marks)



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7 The product life cycle consists of a number of different stages. One of these stages is decline.

Explain what is meant by the decline stage of the product life cycle.

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(Total for Question 7 = 2 marks)

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8 The 2014 Commonwealth Games were held in Glasgow, Scotland. This is an example of a foreseen sporting event that travel and tourism businesses responded to.

(a) Give **one** other example of a foreseen event that travel and tourism businesses respond to.

(1)

The 2014 Commonwealth Games was the largest multi-sport event ever held in Scotland, with 54 Commonwealth states taking part.

(b) Explain **one** way exchange rate fluctuations may affect the number of inbound visitors to the Commonwealth Games.

(2)

The 2014 Commonwealth Games were thought to be the 'best ever games', attracting more than 850,000 visitors. More than 3 million people passed through Glasgow Central Station during the Games. As a result, Glasgow has rapidly become a much more popular tourist destination.

(c) Explain **two** ways that increasing popularity can be seen as a threat to Glasgow's travel and tourism businesses.

(4)

1

2

(Total for Question 8 = 7 marks)



9 Under the Sea is an aquarium that has developed a new mobile application (app) for its visitors. One way the app will help Under the Sea is by giving visitors information on the aquarium and sea life.

(a) Describe **one** other way that Under the Sea can improve its services through the development of an app.

(2)

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Under the Sea is located in a large town that is being developed. Developments include:

- a large coach and car park
- additional housing
- a business park and new office space.

Under the Sea mainly attracts families with young children. The aquarium's owners would like to redevelop the attraction to attract new customer types.

(b) Explain **two** ways in which Under the Sea could use the development of the town as an opportunity to develop its products and services to attract new customers.

(4)

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(Total for Question 9 = 6 marks)

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10 Complete Croatia is a small tour operator offering package holidays to luxury beachfront hotels in Croatia.

Over the last year, the cost of hotel rooms has increased but Complete Croatia does not wish to increase the price of its package holidays. This has reduced its profitability.

Explain **two** ways that Complete Croatia can maintain profitability without increasing its holiday prices.

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(Total for Question 10 = 4 marks)

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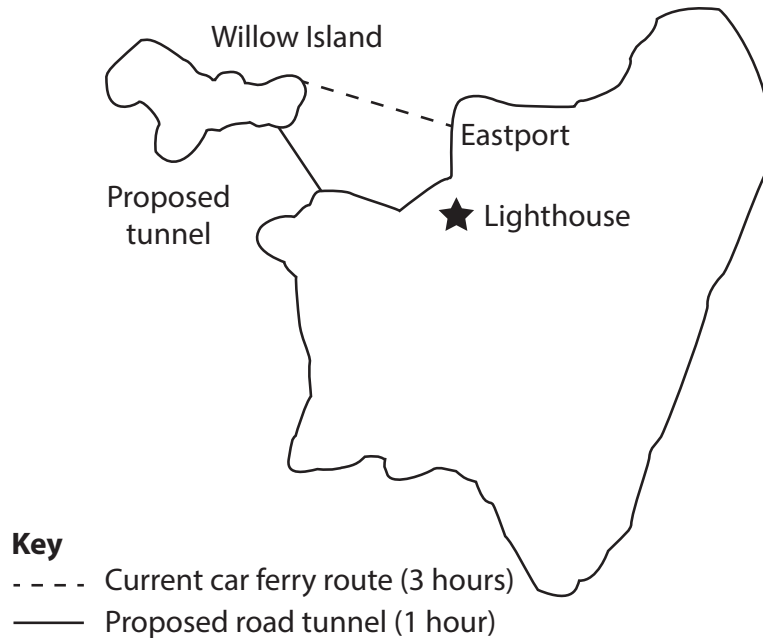
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11 Eastport County Council is considering building a road tunnel to the nearby Willow Island. The route is currently served by a car ferry service that takes around three hours. The road tunnel would reduce travel time to just one hour.

The car ferry has no facilities for customers on board. Passengers are expected to stay in their cars throughout the journey.

The car ferry operator is concerned about the planned development of the new road tunnel and the impact it will have on its business.



Discuss how the car ferry operator can respond to the planned tunnel development.

(8)

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(Total for Question 11 = 8 marks)

TOTAL FOR PAPER = 50 MARKS





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