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Travel and Tourism

Unit 7: Travel and Tourism Business Environments

Wednesday 25 May 2016 – Morning Time: 1 hour	Paper Reference 21627E
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You do not need any other materials.	Total Marks
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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 (a) Identify **one** type of holiday.

(1)

- A Flights
- B Tailor-made
- C Demographic
- D Accommodation

(b) Identify **one** government intervention that can affect travel and tourism businesses.

(1)

- A Riots
- B Merger
- C Seasonality
- D Taxation

(c) State a recent trend in the accommodation sector.

(1)

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The cost-conscious family is an example of a socio-economic trend.

(d) The declining youth market is an example of which other type of trend?

(1)

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Changing levels of disposable income is an example of an economic trend.

- (e) Give **one** way in which increased levels of disposable income can affect the travel and tourism sector.

(1)

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(Total for Question 1 = 5 marks)

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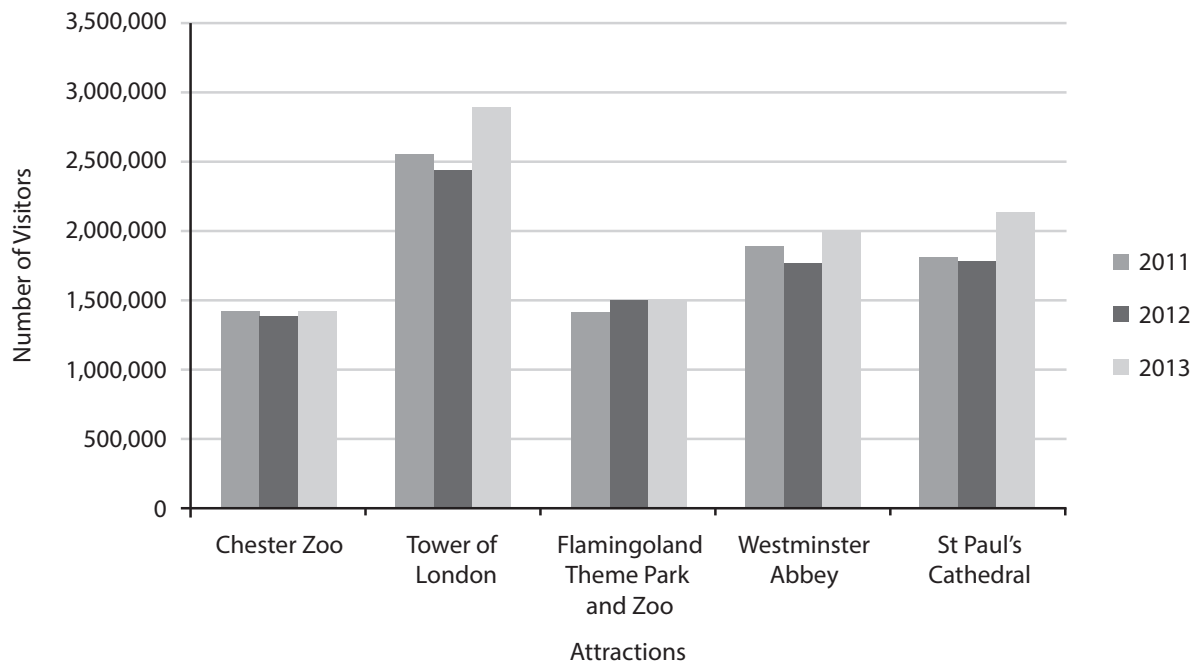
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- 2 The chart provides information on visitor numbers to the top five paid visitor attractions in England from 2011 – 2013.

Top 5 Paid Visitor Attractions in England 2011 - 2013



Use the graph to answer questions 2(a), (b) and (c)

- (a) Which year did Westminster Abbey see the lowest number of visitors? (1)

- (b) Which visitor attraction was the most popular in 2011? (1)

- (c) How many people visited Flamingoland Theme Park and Zoo in 2012? (1)

- A 1,800,000
- B 1,700,000
- C 1,600,000
- D 1,500,000

(Total for Question 2 = 3 marks)

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3 Sherwood Hall is an independent stately home located in Northern Ireland.

It employs more than 50 staff and aims to make a profit. All shareholders are part of the Sherwood family. Shares are not available to buy on the stock exchange.

(a) Identify the type of business ownership for Sherwood Hall.

(1)

- A Private limited company
- B Cooperative
- C Public limited company
- D Franchise

(b) Identify the geographical scale of Sherwood Hall's business operations.

(1)

- A Local
- B Regional
- C National
- D Multinational

Sherwood Hall has a human resources department.

(c) State **two** functions of a human resources department.

(2)

1

2

Sherwood Hall is an example of a small and medium enterprise (SME).

(d) Explain **one** advantage of Sherwood Hall being a small and medium enterprise.

(2)

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(Total for Question 3 = 6 marks)



4 Travel and tourism organisations use external services to support their business functions.

Market research is one example of an external service.

(a) Give **one** other example of an external service that travel and tourism organisations use.

(1)

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(b) State **two** ways in which travel and tourism organisations use market research services.

(2)

1

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(c) Explain **one** disadvantage of using external services to carry out market research.

(2)

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(Total for Question 4 = 5 marks)

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5 Travel and tourism businesses have to respond to new opportunities and threats.

One way to respond is by changing the business structure. An example of a change in business structure is a takeover.

(a) Define the term takeover.

(1)

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Vertical integration is another example of how a business can change its structure.

(b) Describe **one** example of vertical integration.

(2)

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(Total for Question 5 = 3 marks)



The table shows the number of domestic tourism trips taken in England between 2011 and 2014.

Use the data from the table to answer questions 6(a) and 6(b).

All trips (millions)	2011	2012	2013	2014
Overnight trips	105,280	104,458	101,742	92,613
Bed nights	297,199	290,534	284,992	272,859
Visitor spend	£17,914	£19,497	£18,710	£18,085

(Source: adapted from Visit England)

6 (a) Identify **two** trends in domestic tourism in England between 2011 and 2014. (2)

1

2

(b) Explain **two** reasons for the changes in domestic tourism in England between 2011 and 2014. (4)

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(Total for Question 6 = 6 marks)

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7 Film and television are two types of media that have an influence on products and services in the travel and tourism sector.

Explain **two** ways that film and television can influence the development of new products and services in the travel and tourism sector.

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8 Winter Town is a visitor resort in the Scottish Highlands. It offers visitors a range of winter-themed activities such as ice skating, snowboarding, snow mobile rides and igloo building.

Winter Town's peak season is usually from November to March.

Explain **two** ways that Winter Town's resort could develop its products and services to encourage people to visit during the off-peak season.

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9 A-to-Business is a travel agency that provides services to business travellers over the telephone. It has a call centre employing over 30 specialist travel advisers.

(a) Explain **one** reason why only appealing to business travellers is a business risk.

(2)

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To save money, A-to-Business has developed its online booking systems to encourage more business travellers to use them. This has allowed A-to-Business to reduce the number of call centre staff.

(b) Other than saving money, explain **two** reasons why developing online booking services provides a business opportunity for A-to-Business.

(4)

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(Total for Question 9 = 6 marks)

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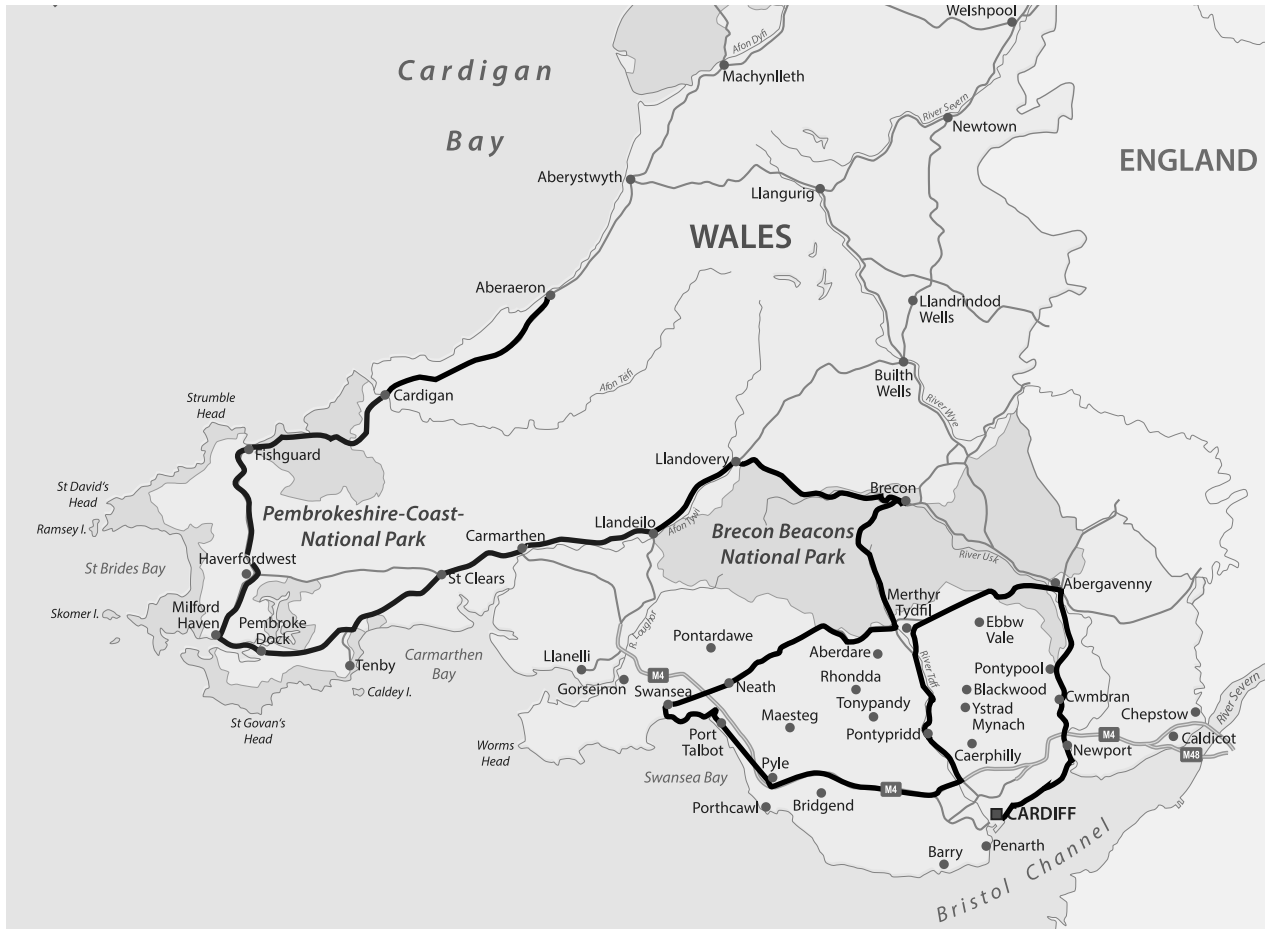
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10 Tour de Wales is a cycling event planned to take place in July 2017. The race will be over four days during the first week of the school summer holidays.

Plans include touring through 150 miles of Welsh countryside, including 30 towns and villages, with the finishing line at the Millennium Stadium in the Welsh capital, Cardiff. Other events are also planned, including a music festival and celebratory street carnival to mark the end of the race.



Evaluate the impact this event could have on travel and tourism businesses in Wales.

(8)

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(Total for Question 10 = 8 marks)

TOTAL FOR PAPER = 50 MARKS





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