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

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Learner Registration Number

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Travel and Tourism

Unit 7: Travel and Tourism Business Environments

Wednesday 18 January 2017 – 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 Cooper Cottages offers a range of holiday cottages in Europe.

The business employs more than 400 people based in two offices, one in Cardiff and one in Madrid. It is listed on the UK stock exchange.

(a) Identify **one** type of business ownership.

(1)

- A Customer service
- B Market segmentation
- C Public limited company
- D Employment

(b) Identify the size of Cooper Cottages' business.

(1)

- A Large
- B Small and medium enterprise
- C Micro-enterprise
- D Local

(c) Identify the geographical scale of Cooper Cottages' business operations.

(1)

- A Regional
- B Cooperative
- C National
- D Multi-national

Cooper Cottages has an internal department that is responsible for recruiting and training staff.

(d) State the name of the internal department responsible for recruiting and training staff.

(1)

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Cooper Cottages' business has a matrix staffing structure.

(e) Outline two **disadvantages** of a matrix staffing structure.

(2)

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(f) State one type of staffing structure **other** than matrix.

(1)

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(Total for Question 1 = 7 marks)

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2 The table provides information on UK residents' visits and spending overseas in 2009, 2011 and 2015.

UK residents' visits and spending overseas in 2009, 2011 and 2015

Area	2009		2011		2015	
	Visits (millions)	Total visitor spend (£billions)	Visits (millions)	Total visitor spend (£billions)	Visits (millions)	Total visitor spend (£billions)
Africa	4.1	5.5	4.2	5.2	4.4	4.8
Asia	4.6	8.2	4.8	9.0	5.2	9.5
Australasia	1.0	3.1	1.1	4.3	1.4	5.3
Caribbean	1.4	2.1	1.0	1.5	1.2	1.8
Europe	79.6	64.7	78.9	60.6	79.2	62.6
Latin America	1.0	2.1	1.2	2.0	2.1	2.2
Middle East	1.6	2.7	1.7	2.8	1.9	2.9
North America	6.8	11.7	6.0	11.2	5.9	11.4

(Source: adapted from Travel Trends – www.ons.gov.uk)

Use the table to answer Questions 2(a), (b) and (c).

(a) Which area had the lowest number of visits from UK residents in 2011?

(1)

- A** North America
- B** Caribbean
- C** Middle East
- D** Africa

(b) Which year did the greatest number of UK residents visit Latin America?

(1)

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(c) How much money did UK residents spend when visiting Europe in 2009?

(1)

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(Total for Question 2 = 3 marks)

3 One example of a cultural trend is the increase of stag and hen parties taking place abroad.

(a) Give one other example of a **cultural** trend.

(1)

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One example of a demographic trend is the increase in affluent empty nesters.

(b) Outline what is meant by the term **affluent empty nesters**.

(1)

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Government interventions, such as taxation, can affect travel and tourism businesses.

(c) Give one other **government intervention** that can affect travel and tourism businesses.

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(Total for Question 3 = 3 marks)

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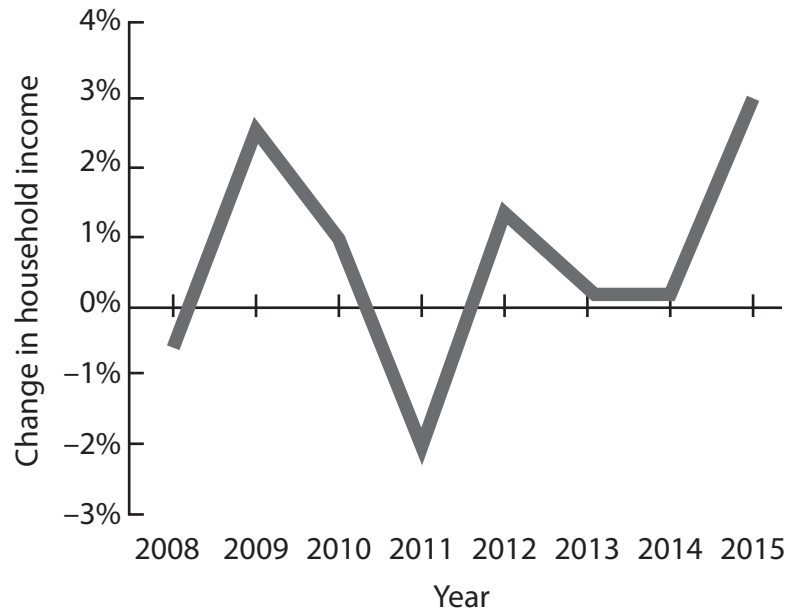
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4 The following graph shows the trends in household income in the UK from 2008 to 2015.



(Source: ABTA, *Driving Growth, The economic value of outbound travel*)

Use the graph to answer Question 4(a).

(a) Identify **two** trends shown by the data in the graph.

(2)

- A Household income overall increased between 2008 and 2015
- B Household income declined between 2009 and 2011
- C Household income overall increased between 2009 and 2014
- D Household income declined between 2008 and 2009
- E Household income increased between 2012 and 2013

Changing levels of household and disposable income are examples of economic trends.

(b) Give one other **economic** trend.

(1)



(c) Explain one way that an **increase in disposable income** can affect the travel and tourism sector.

(2)

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(Total for Question 4 = 5 marks)

5 Total Taxis is a small private limited company.

(a) Outline two **advantages for Total Taxis** of being a private limited company.

(2)

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2

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The owner of Total Taxis, who is also one of the taxi drivers, decides to use an external business for its accounting and administration functions.

(b) Explain one **advantage** for the **owner** of Total Taxis of using an external business for its accounting and administration functions.

(2)

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(Total for Question 5 = 4 marks)



6 Dream Productions owns seven theatres across London. Customers who wish to see a show must buy their tickets from the booking office where the show is taking place. Currently, this is the only way Dream Productions tickets can be purchased.

Explain two ways **Dream Productions** could make use of **technological innovations** to increase ticket sales.

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(Total for Question 6 = 4 marks)

7 Managers at The Highlander Hotel have identified that their customers are becoming more concerned about ethical issues.

Managers are discussing how to respond to this change in customer attitudes. One way is to use ethically sourced products such as tea and coffee in the hotel bedrooms.

Other than using ethically sourced products, explain two **ways** The Highlander Hotel could be a more **ethical** business..

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(Total for Question 7 = 4 marks)

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8 Regal Homes and Gardens (RHG) owns three properties, offering visitors a chance to visit stately homes and gardens.

Managers at RHG are concerned about a recent reduction in profits. They are looking for ways to cut business costs.

(a) Explain one way that managers at RHG can **cut business costs**.

(2)

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Regal Homes and Gardens (RHG) mainly appeals to visitors who are retired and over the age of 65.

(b) Explain one reason why only appealing to visitors who are retired is a **business risk for RHG**.

(2)

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Most visits to Regal Homes and Gardens (RHG) properties are made during the peak season from Easter to September, with fewer visits in the winter months.

The managers of RHG want to reduce the seasonality of visits to the properties.

(c) Explain two reasons why the managers of RHG want to **reduce the seasonality of visits** to the properties.

(4)

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(Total for Question 8 = 8 marks)

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9 Human influenced events can have an effect on the number of people taking holidays.

Explain two ways that different human influenced events are a **threat** to the UK travel and tourism industry.

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(Total for Question 9 = 4 marks)

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10 Old McDonald Village is a small, traditional visitor attraction. The village has a number of attractions:

- fairground rides and a small animal farm
- special events for families
- a campsite

Old McDonald Village has suffered a steady decline in visitor numbers over the last three years. It has also received some negative feedback from customers on social media sites.



A large new theme park will be opening 10 miles away within the next 18 months. The new theme park will also offer:

- virtual reality roller coaster and an interactive cinema
- luxury hotel and a music themed restaurant

Discuss how the **management** of Old McDonald Village could respond to the opening of the new theme park.

(8)

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(Total for Question 10 = 8 marks)

TOTAL FOR PAPER = 50 MARKS



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