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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

Tuesday 16 January 2018 – 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 transport trend is the growth of environmentally friendly options.

(a) Give **one** other transport trend.

(1)

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.....

One seasonal trend is people taking holidays in July and August.

(b) Identify the term used to describe this seasonal trend.

(1)

- A Off-peak
- B Themed
- C Niche
- D Peak

(c) Give **one** technological trend in the travel and tourism sector.

(1)

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One economic trend is currency exchange rate fluctuations.

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

(1)

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**(Total for Question 1 = 4 marks)**

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P 5 3 2 8 4 A 0 3 1 6

2 Farrow Trust is a charitable organisation.

(a) Identify **two** other types of business ownership.

(2)

- A Environmental
- B Partnership
- C Cultural
- D Heritage
- E Franchise

Farrow Trust is a large business.

(b) Give **two** advantages of Farrow Trust being a large business.

(2)

1 .....

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2 .....

.....

Farrow Trust has a hierarchical staffing structure.

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

(1)

- A National
- B Matrix
- C Enterprise
- D Global

(d) Explain **one** disadvantage of a hierarchical staffing structure.

(2)

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Farrow Trust has a product development department.

(e) (i) State **two** functions of a product development department.

(2)

1

2

One other department of business organisations is customer services.

(ii) Give **two** advantages for business organisations of having a customer services department.

(2)

1

2

Business organisations may use external services.

(f) Give **two** types of external service used by business organisations.

(2)

1

2

(Total for Question 2 = 13 marks)



3 (a) The growth of the cost conscious family market is a demographic and socio-economic trend.

(i) Describe **one** product/service offered by the travel and tourism sector **for the cost-conscious family market.**

(2)

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(ii) Give **one** other demographic and socio-economic trend.

(1)

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One cultural trend is media influences.

(b) Describe **one** product/service developed in response to **media influences.**

(2)

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**(Total for Question 3 = 5 marks)**

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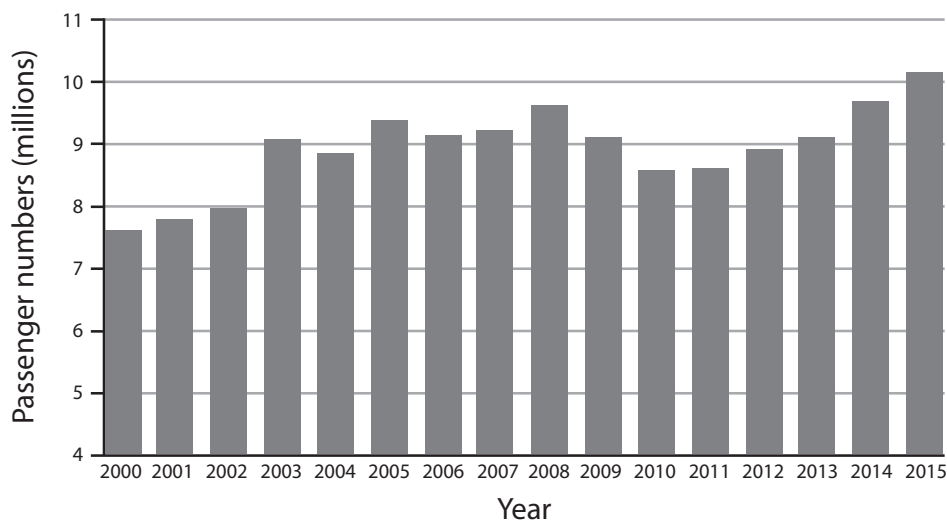
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4 The following chart shows Birmingham Airport passenger numbers.

Passenger numbers for Birmingham airport between 2000 and 2015



(Source: UK Civil Aviation Authority)

Use the data from the table to answer questions 4(a) and 4(b).

(a) Identify the year when Birmingham Airport received the lowest number of passengers.

(1)

- A 2000
- B 2003
- C 2009
- D 2011

(b) In which year did Birmingham Airport receive the highest number of passengers?

(1)

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(Total for Question 4 = 2 marks)



P 5 3 2 8 4 A 0 7 1 6

5 Travel and tourism businesses may need to respond to a variety of opportunities and threats. One type of threat is social attitudes towards ethical, cultural and environmental issues.

Explain **two** ways UK tour operators can respond to social attitudes towards ethical, cultural and environmental issues.

1 .....

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2 .....

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**(Total for Question 5 = 4 marks)**

6 Tallow Trains offers first class passengers a free snack on its trains. On journeys that last over two hours first class passengers are also offered a free hot meal. The cost of food has increased and Tallow Trains is making less profit. The company wants to continue to offer free food to its first class customers and still make a profit.

Explain **two** ways Tallow Trains can continue to offer a free food service whilst maintaining profitability.

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**(Total for Question 6 = 4 marks)**

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7 The Balearic Islands attract 3.5 million visitors from the UK each year. In 2016 the Spanish government started charging a tourist tax. The tax is charged to tourists visiting the Balearic Islands. Money raised from this tax is used to protect the natural environment of the islands.

Explain **two** threats of this tourist tax to UK tour operators.

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2 .....

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**(Total for Question 7 = 4 marks)**

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8 Vardo is a hotel chain offering luxury accommodation worldwide.

Vardo has introduced a mobile application (app) for their customers.

(a) Explain **one** way Vardo can use the app to enhance the customer experience.

(2)

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Vardo has an opportunity to buy a budget hotel chain called Spencer Inn.  
Both companies are a similar size.

The cost of buying Spencer Inn is one disadvantage for Vardo.

(b) Explain **two** other disadvantages **for Vardo** of buying Spencer Inn.

(4)

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2 .....

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(Total for Question 8 = 6 marks)

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9 Sphere is an annual travel and tourism trade event that lasts for four days and is held in a different city in the UK each year. Representatives from countries around the world have exhibition stands displaying information about their products and services.

Exhibitors include:

- tour operators
- tourist boards
- transport providers
- visitor attractions
- hotels
- other travel and tourism businesses.

Visitors to the event include members of the public and people who work in the travel and tourism sector.

#### Exhibitors at a travel and tourism trade event



(Source: © WTM London ([www.wtmlondon.com](http://www.wtmlondon.com)))

The number of people attending Sphere has increased over the years. Last year Sphere had 5000 exhibitors from 182 countries, and over 50,000 visitors.

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Discuss the opportunities this event could provide for UK travel and tourism businesses.

(8)

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**(Total for Question 9 = 8 marks)**

**TOTAL FOR PAPER = 50 MARKS**



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