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Centre Number	Learner Registration Number																
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# Travel and Tourism

## Unit 7: Travel and Tourism Business Environments

Thursday 24 May 2018 – Afternoon <b>Time: 1 hour</b>	Paper Reference <b>21627E</b>
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<b>You do not need any other materials.</b>	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 Carrack Tours is a business that organises walking tours across Lincolnshire. The business has a flat staffing structure.

(a) Give **one** other type of staffing structure.

(1)

Carrack Tours employs seven people to help run these tours.

(b) Identify the size of Carrack Tours' business.

(1)

- A Micro-enterprise
- B Small and medium enterprise
- C Large business
- D Private limited company

(c) Identify the geographical scale of Carrack Tours' business operations.

(1)

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

(d) Identify **two** possible business opportunities for Carrack Tours.

(2)

- A Decrease in competition
- B Decrease in profit
- C Increase in taxation
- D Increase in customer demand
- E Decrease in bookings

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The business ownership of Carrack Tours is a partnership.

(e) Give **two** advantages of a partnership.

(2)

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Some travel and tourism businesses have different internal departments to support business functions.

(f) State **one** function of each of the following departments.

(3)

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Finance and accounting

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Human resources

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**(Total for Question 1 = 10 marks)**

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2 The table provides information on visitor numbers to some of the most popular visitor attractions in the East Midlands in 2014 and 2015.

Name of Attraction	2014 Visitors	2015 Visitors
Archbishop's Palace Southwell	86,094	91,956
Attenborough Nature Reserve	230,000	233,000
Leicester Cathedral	42,800	220,000
New Walk Museum and Art Gallery	207,224	192,544
Rufford Abbey & Country Park	476,293	451,700
Sherwood Forest Country Park	371,315	422,785
Stonebridge City Farm	70,000	87,500

(Source: www.visitbritain.org)

Use the information in the table to answer questions 2(a) and 2(b).

(a) Which visitor attraction was the most popular in 2015?

(1)

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(b) Which visitor attraction had the greatest increase in visitor numbers between 2014 and 2015?

(1)

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(c) Give **two** ways that increased levels of unemployment can affect visitor attractions.

(2)

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(d) Theme parks are popular visitor attractions.

Give **two** ways that theme parks have developed products and services in response to changing trends.

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**(Total for Question 2 = 6 marks)**

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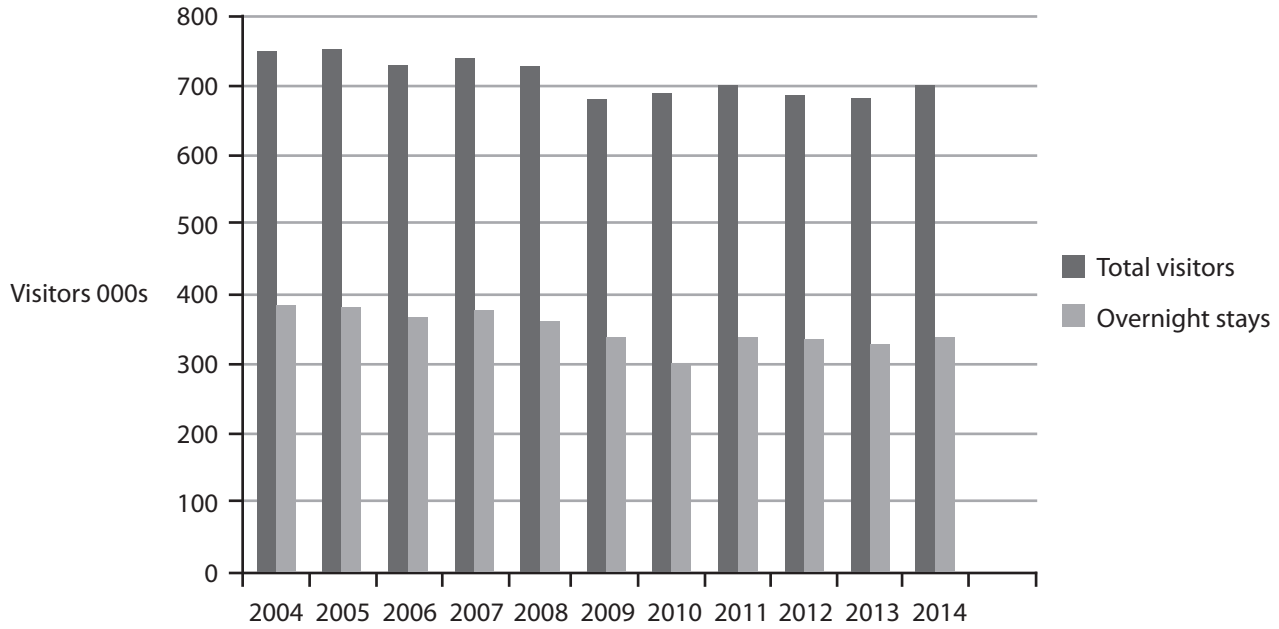
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3 (a) An increasingly ageing population is an example of which type of trend? (1)

The graph shows the total number of visitors to Jersey and the total number of overnight stays from 2004 to 2014.



(Source: www.gov.je)

Use the data from the graph to answer questions 3(b) and 3(c).

(b) Which year did Jersey have the lowest number of overnight stays? (1)

(c) What was the total number of visitors to Jersey in 2014? (1)

The main tourist season in Jersey is from May to October.

(d) Suggest **two** ways to increase visitor numbers to Jersey from November to April. (2)

1 .....

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(Total for Question 3 = 5 marks)



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4 Earthquakes are one type of natural disaster.

(a) Identify **one** other type of natural disaster.

(1)

- A Terrorist attack
- B Extreme weather
- C Civil unrest
- D Industrial strike

An earthquake at a popular tourist destination in New Zealand has caused widespread destruction and the evacuation of holidaymakers. Six months later, businesses in the travel and tourism industry are considering their future in the area.

(b) Explain **two** ways this natural disaster could be seen as an opportunity for travel and tourism businesses.

(4)

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



5 Stedman Holidays is a specialist tour operator offering package holidays to resorts in the Mediterranean.

Stedman Holidays have recognised an increased demand for tailor-made holidays.

Explain **two** ways Stedman Holidays could adapt or develop its products and services to meet the increased demand for tailor-made holidays.

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

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6 Go City is a specialist tour operator offering city breaks in the UK. Go City has recently changed the structure of its business by creating a new subsidiary company called Dream Country. Dream Country offers nature-based holidays in the countryside.

(a) Explain **two** possible reasons why Go City has created the subsidiary company Dream Country.

(4)

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

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

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

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7 Savannah Air is an airline operating routes from the UK to over 40 European destinations. Savannah Air is concerned about increased competition from other airlines and is considering using social media to respond to this threat.

(a) Explain **two** ways that Savannah Air can use social media to respond to the concern about competition from other airlines.

(4)

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Savannah Air buys its fuel in US dollars (USD).

(b) Explain **one** way exchange rate fluctuations could provide a business opportunity for **Savannah Air**.

(2)

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**(Total for Question 7 = 6 marks)**

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**QUESTION 8 BEGINS ON THE NEXT PAGE**



8 Many seaside resorts in England have become less popular and visitor numbers have decreased over recent years.

The government has provided £36 million of funding for infrastructure projects in seaside resorts across England.

Projects include:

- restoration and redevelopment of piers
- upgraded seafronts
- new cycle ways and footpaths.

**Example of a redeveloped pier**



Discuss the possible effects of government investment in infrastructure on travel and tourism businesses in England's seaside resorts.

(8)

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

**TOTAL FOR PAPER = 50 MARKS**





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