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Level 1/Level 2
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Centre Number

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Learner Registration Number

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Tuesday 15 January 2019

Morning (Time: 1 hour)

Paper Reference **21627E**

Travel and Tourism

Unit 7: Travel and Tourism Business Environments

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.

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 Lilac Hotel is a single independent hotel located in the town of Colchester.

(a) Identify the geographical scale of Lilac Hotel's business operations.

(1)

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

Micro-enterprise is one type of business size.

(b) Give **one other** type of business size.

(1)

Lilac Hotel has a flat staffing structure.

(c) Identify **two** other types of staffing structure.

(2)

- A Global
- B Ethical
- C Matrix
- D Partnership
- E Hierarchical

(d) Give **two** advantages for Lilac Hotel of having a flat staffing structure.

(2)

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Lilac Hotel is a private limited company.

(e) Give **two** advantages for Lilac Hotel of being a private limited company.

(2)

1

2

A private limited company is one type of business ownership.

(f) Identify **one** other type of business ownership.

(1)

- A** Inbound
- B** Franchise
- C** Tangible
- D** Intangible

(Total for Question 1 = 9 marks)

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

Market research and consultancy services are two examples of external services.

(a) Give **two other** examples of external services that travel and tourism organisations may use.

(2)

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(b) State **one** function of a consultancy service.

(1)

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(c) Give **one** advantage for travel and tourism organisations of using an external service.

(1)

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(Total for Question 2 = 4 marks)

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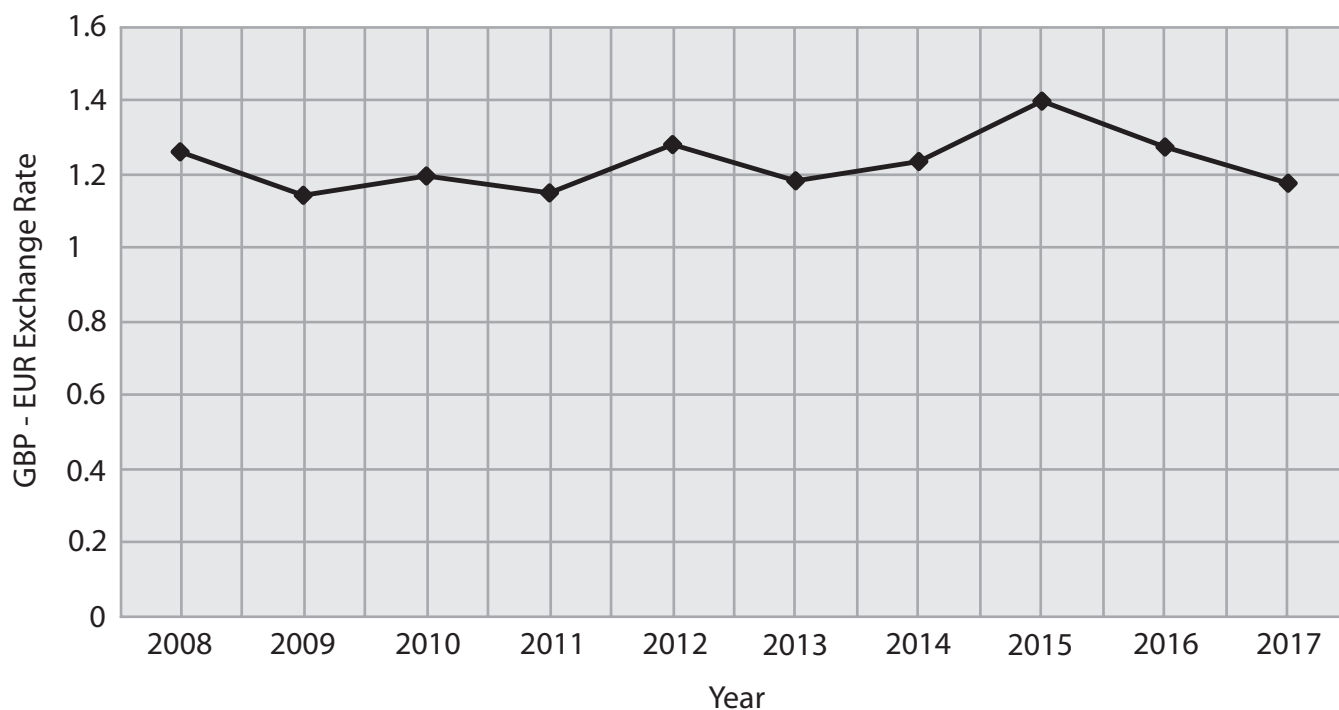
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QUESTION 3 BEGINS ON THE NEXT PAGE.



- 3 The graph shows the currency exchange rates between the Great British Pound (GBP) and the Euro (EUR) from 2008 to 2017.

Great British Pound (GBP) to Euro (EUR) exchange rates 2008 to 2017



(Source: adapted from <http://www.xe.com>)

Use the information in the graph to answer questions 3(a)(i) and 3(a)(ii).

- (a) (i) In which year was the GBP - EUR exchange rate strongest?

(1)

- A 2008
- B 2012
- C 2015
- D 2017

- (ii) What was the GBP - EUR exchange rate in 2010?

(1)

- A 1.1
- B 1.2
- C 1.3
- D 1.4

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4 Organisations in the travel and tourism sector have to respond to opportunities and threats.

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

(a) Define the term 'takeover'.

(1)

(b) Give **one other** way the structure of a business can be changed.

(1)

Organisations in the travel and tourism sector need to minimise business risks. One risk is product life cycle decline.

(c) Explain **one** reason why product life cycle decline is a risk to travel and tourism organisations.

(2)

(Total for Question 4 = 4 marks)

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5 There are many different types of holiday. One type is a tailor-made holiday.

(a) Define the term 'tailor-made holiday'.

(1)

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One trend in the travel and tourism sector has been the development of boutique hotels. Kenilworth Travel offers short break holidays in boutique hotels.

Lars and Anna are celebrating their wedding anniversary. They have booked a two-night holiday with Kenilworth Travel, staying in a boutique hotel.

(b) Explain **one** reason why a boutique hotel would be suitable accommodation for Lars and Anna.

(2)

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Kenilworth Travel is introducing electronic ticketing for customers.

(c) Explain **one** way electronic ticketing will improve the customer experience.

(2)

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(Total for Question 5 = 5 marks)

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- 6 The table provides information on visitor numbers to some of the UK's most popular visitor attractions in 2016.

Attraction	Total visits (millions)	% change in numbers +/- from 2015
British Museum	6.4	-5.9%
Science Museum	3.2	-3.2%
Tower of London	2.7	-2%
Edinburgh Castle	1.8	13%
Stonehenge	1.4	1.1%
Sherwood Maritime Museum	0.8	27%

(Source: adapted from <http://www.alva.org.uk>)

Use the information in the table to answer question 6(a).

- (a) Which visitor attraction had the greatest decrease in visitor numbers between 2015 and 2016?

(1)

- A British Museum
- B Science Museum
- C Tower of London
- D Stonehenge

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The Sherwood Maritime Museum is growing in popularity and had a 27% increase in the number of visitors between 2015 and 2016. The museum wants this growth to continue and has contracted a market research agency to help.

(b) Explain **two** ways market research could help Sherwood Maritime Museum to continue to increase visitor numbers.

(4)

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Visitor attractions in the UK are very busy in the summer but less busy in the winter. This pattern is known as seasonal trends.

(c) Explain **two** ways seasonal trends can affect the **operations** of UK visitor attractions.

(4)

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(Total for Question 6 = 9 marks)



7 Television is one type of media that can influence the development of new products and services in the travel and tourism sector.

A small fishing village on the south coast of England has been used as a location for a popular television series.

Explain **one** way using the village as the location for a television series could influence the development of new products and services.

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(Total for Question 7 = 2 marks)

8 People are increasingly concerned about environmental issues.

The escape&retreat spa resort offers luxury accommodation. It has a pool, bar and restaurants.

One way that escape&retreat is meeting environmental concerns is by reusing and recycling waste where possible.

Explain **two other** ways escape&retreat can meet environmental concerns.

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(Total for Question 8 = 4 marks)

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(Total for Question 9 = 8 marks)

TOTAL FOR PAPER = 50 MARKS



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