

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Pearson BTEC  
Level 1/Level 2  
First Certificate,  
Extended Certificate  
and Diploma

Centre Number

--	--	--	--	--	--	--

Learner Registration Number

--	--	--	--	--	--	--	--	--	--

**Tuesday 14 January 2020**

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 ►

P64072A

©2020 Pearson Education Ltd.

1/1/1/1/1/1



  
**Pearson**

**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** Unforeseen events can affect travel and tourism businesses.

(a) Identify **one** human-influenced event that can affect travel and tourism businesses.

(1)

- A** Natural disasters
- B** Social media
- C** Seasonality
- D** Terrorist attacks

Travel and tourism businesses have internal departments with different functions.

(b) Identify the department responsible for crisis management.

(1)

- A** Customer services
- B** Finance and accounting
- C** Sole trader
- D** IT systems

(c) State **one** function of a product development department.

(1)

(d) Identify **two** cultural trends.

(2)

- A** Increase in dark tourism
- B** Increasingly ageing population
- C** Rise of stag/hen parties taken abroad
- D** Changes in peak and off-peak products
- E** Rise in low-cost airlines

**(Total for Question 1 = 5 marks)**

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



2 Shirevale Hotels is a hotel chain. Shirevale Hotels is a public limited company (PLC).

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

(1)

- A Flat
- B Matrix
- C Enterprise
- D Franchise

(ii) Give **two** advantages for Shirevale Hotels of being a public limited company (PLC).

(2)

1 .....

.....

2 .....

.....

Shirevale Hotels employs over 250 people.

(b) State the business size of Shirevale Hotels.

(1)

.....

.....

Shirevale Hotels has offices in England, France and Germany.

(c) State the geographical scale of the operations of Shirevale Hotels.

(1)

.....

.....

Shirevale Hotels has a hierarchical staffing structure.

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

(2)

.....

.....

.....

.....



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Shirevale Hotels may use external services such as market research.

(e) (i) Give **two** advantages for a business organisation of using external services. (2)

1 .....

2 .....

(ii) State **one** function of a market research service. (1)

.....

(Total for Question 2 = 10 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



3 The following table provides information on the popular worldwide cruise areas for passengers from the UK and Ireland in 2015 and 2016.

Cruise areas	2015 Passengers	2016 Passengers
Atlantic islands	188,000	163,000
Caribbean	235,000	255,000
Mediterranean	672,000	676,000
Northern Europe	466,000	528,000
Other areas	228,000	267,000
<b>Total</b>	<b>1,789,000</b>	<b>1,889,000</b>

(Source: IRN research for CLIA UK and Ireland 2016)

Use the information in the table to answer questions 3(a), 3(b), and 3(c).

(a) Which cruise area received the highest number of passengers in 2015? (1)

- A Mediterranean
- B Northern Europe
- C Atlantic islands
- D Caribbean

(b) Which cruise area received the lowest number of passengers in 2016? (1)

- A Caribbean
- B Northern Europe
- C Atlantic islands
- D Mediterranean

(c) State the number of passengers the Caribbean received in 2016. (1)

.....

.....



The cruise industry has developed themed cruises in response to changing trends.

(d) Give **two other** ways the cruise industry has developed new products and services in response to changing trends.

(2)

1 .....

.....

2 .....

.....

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

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



4 Changing levels of disposable income is an economic trend.

(a) Explain **two** ways increased levels of disposable income can affect the type of holiday people choose.

(4)

1 .....

.....

.....

.....

2 .....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

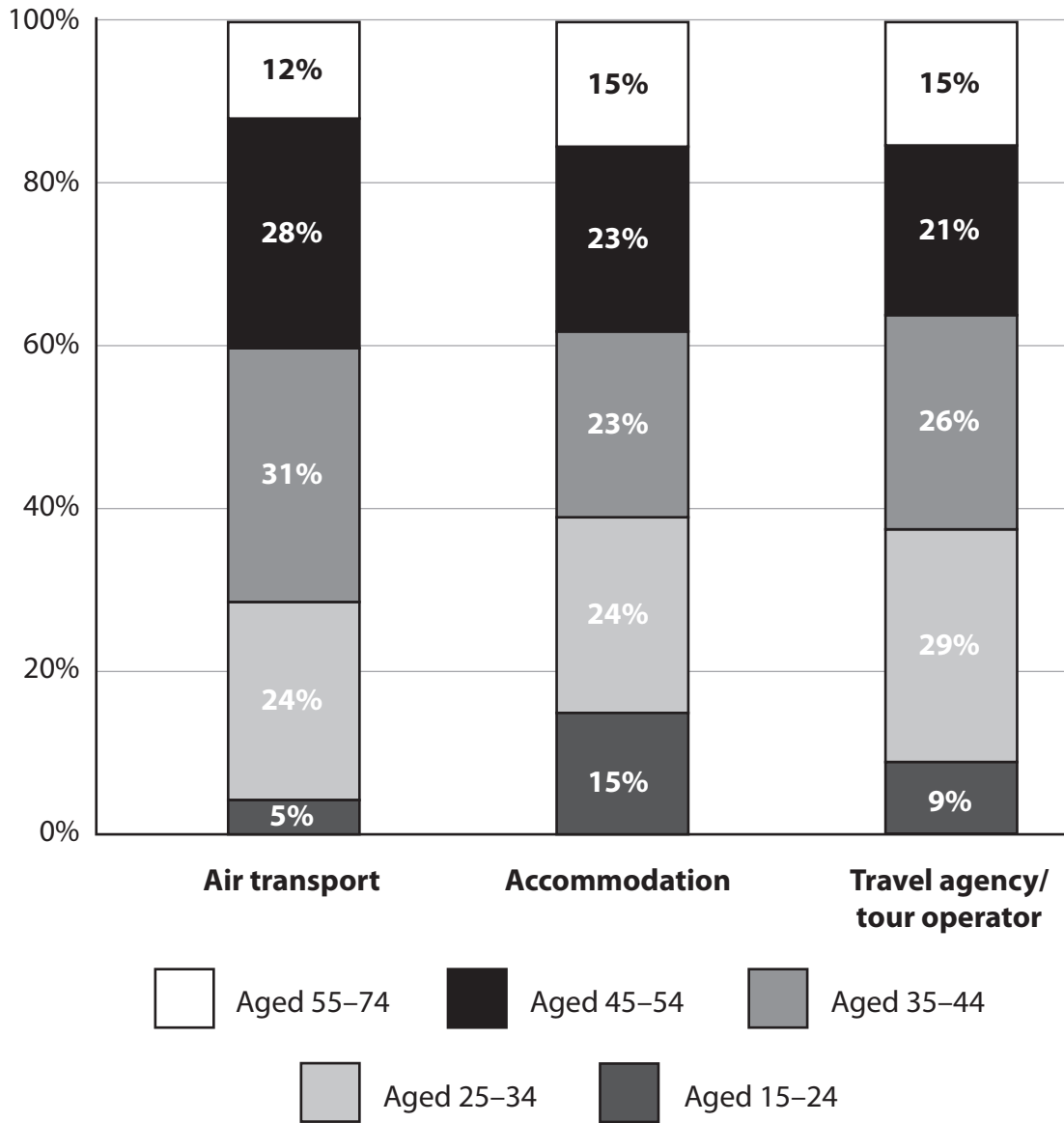
DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



The following graph shows the age groups of people employed in EU tourism industries in 2014.

**Age groups of people employed in EU tourism industries in 2014 (%)**



(Source: adapted from Eurostat)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA





Use information from the graph to answer questions 4(b) and 4(c).

(b) State the percentage (%) of people aged 55–74 employed in air transport. (1)

(c) Identify **two** correct statements shown by the information in the graph. (2)

- A** Accommodation employed more people aged 55–74 than travel agency/tour operator
- B** Air transport employed fewer people aged 15–24 than accommodation
- C** Travel agency/tour operator employed more people aged 25–34 than accommodation
- D** Air transport employed fewer people aged 35–44 than accommodation
- E** Travel agency/tour operator employed more people aged 45–54 than air transport

Changing levels of employment/unemployment and disposable income are economic trends.

(d) Give **one other** economic trend. (1)

(Total for Question 4 = 8 marks)



5 EuroCity is a UK tour operator that specialises in European city breaks for couples. It has noticed that there is an increased demand for breaks to European cities for the cost-conscious family market. Managers are considering developing city breaks to meet this demand.

Explain **two** disadvantages for EuroCity of developing European city breaks for the cost-conscious family market.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

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

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



6 Grand Rail Tours specialises in luxury train holidays across Europe. Grand Rail Tours has an opportunity to buy Way2Go, a budget coach company. Way2Go offers affordable European coach tours.

(a) Explain **two** disadvantages for Grand Rail Tours of buying Way2Go.

(4)

1

2

Grand Rail Tours may need to respond to other new opportunities including technological innovations.

(b) Explain **one** reason why introducing technological innovations might maximise shareholder benefits for Grand Rail Tours.

(2)

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



7 Ethical issues are of increasing concern when people book their holidays.

The main ethical concerns for holidaymakers travelling to Africa are the welfare of local people and wildlife.

Ezee Africa is a tour operator that offers safari holidays with lodge accommodation.



(Source: © Paula French/Shutterstock)

**Example of safari holiday accommodation**

Explain **two** ways Ezee Africa's safari holidays can meet customers' ethical concerns.

1 .....

.....

.....

2 .....

.....

.....

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

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



**8** Uphill Farm operates a successful bed and breakfast business.

The owners of Uphill Farm hope that profits will increase when they provide outdoor activities including:

- zip wire rides in the woods
- mountain bike trails
- water sports.

In addition to the bed and breakfast they plan to offer outdoor accommodation, such as camping.



(Source: © David Tadevosian/Pearson Asset Library)

**Zip wire activity**

Evaluate the advantages and disadvantages of providing outdoor activities and accommodation to increase profits for Uphill Farm.

**(8)**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing.

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

**TOTAL FOR PAPER = 50 MARKS**



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**BLANK PAGE**



P 6 4 0 7 2 A 0 1 5 1 6

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**BLANK PAGE**

