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Level 2
First Certificate,
Extended Certificate,
Diploma

Centre Number

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Learner Registration Number

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Tuesday 12 January 2021

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 Diane and Carmen are the business owners of a guest house. The guest house has eight bedrooms. As well as the two business owners there is one part-time member of staff.

(a) Identify the size of this guest house business.

(1)

<input type="checkbox"/>	A Brand development
<input type="checkbox"/>	B Micro-enterprise
<input type="checkbox"/>	C Large business
<input type="checkbox"/>	D Health tourism

Diane and Carmen's guest house is located in a UK seaside town.

(b) Identify the geographical scale of this guest house business.

(1)

<input type="checkbox"/>	A Regional
<input type="checkbox"/>	B National
<input type="checkbox"/>	C Global
<input type="checkbox"/>	D Local

Diane and Carmen need help developing a website for the guest house.

(c) Identify the type of external service that the owners could use to help with website development.

(1)

<input type="checkbox"/>	A Accountancy
<input type="checkbox"/>	B Online
<input type="checkbox"/>	C Research
<input type="checkbox"/>	D Disposable

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The business ownership of the guest house is a partnership.

(d) Give **three other** types of business ownership.

(3)

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3

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

(2)

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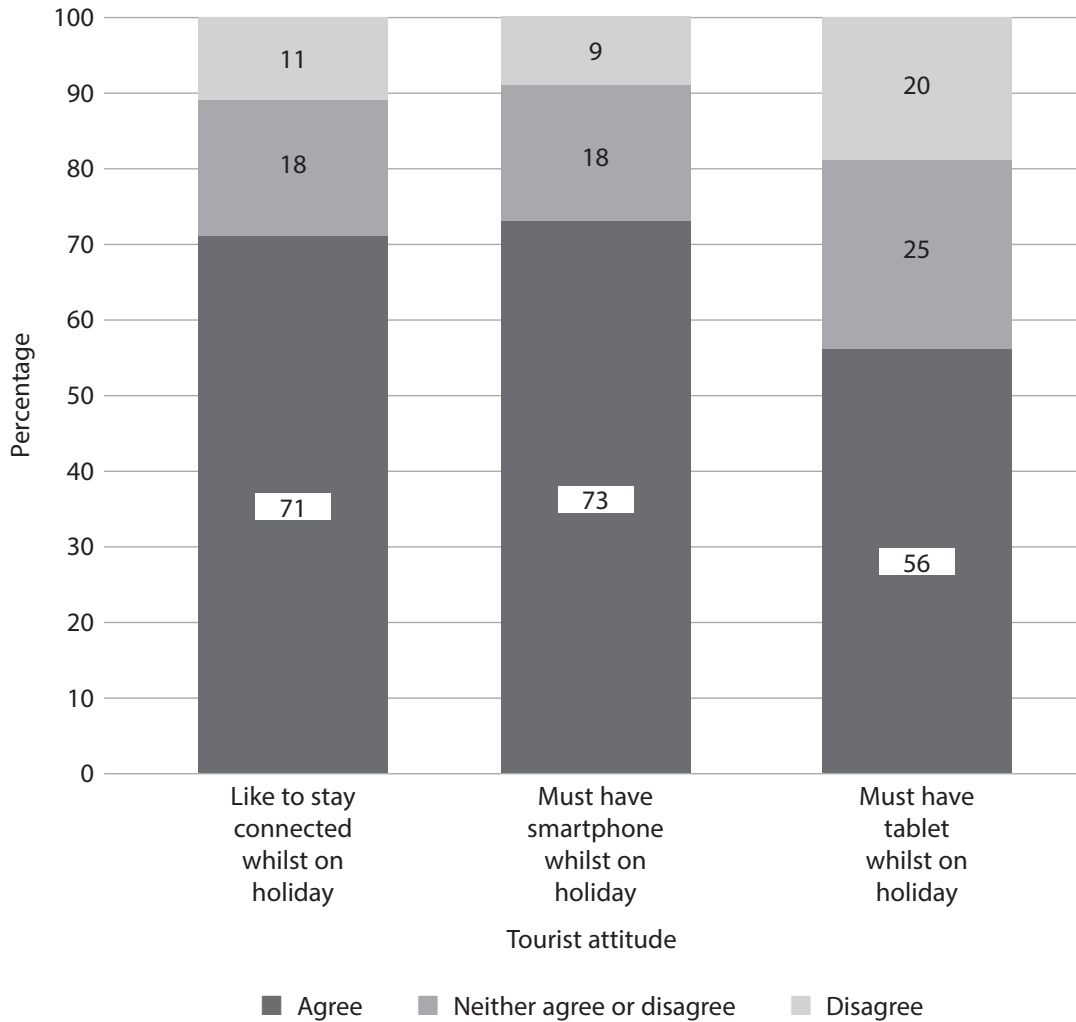
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At the guest house, WiFi is only available in the reception area. Diane and Carmen are planning to make sure there is WiFi in all the bedrooms.

The chart shows tourist attitudes towards staying connected and using technological devices whilst on holiday in 2017.

Tourists attitudes towards staying connected and using technological devices whilst on holiday in 2017



(Source: adapted from www.visitbritain.org)

Use the information in the chart to answer questions 1(f)(i), 1(f)(ii) and 1(f)(iii).

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(f) (i) What percentage of tourists agreed they 'like to stay connected whilst on holiday'?

(1)

(ii) Identify the percentage of tourists who disagreed with 'must have tablet whilst on holiday'.

(1)

<input type="checkbox"/>	A 73%
<input type="checkbox"/>	B 18%
<input type="checkbox"/>	C 20%
<input type="checkbox"/>	D 25%

(iii) Give the technological device that the highest percentage of tourists agreed they 'must have whilst on holiday'.

(1)

(Total for Question 1 = 11 marks)



2 JadeJet is a budget airline offering flights to Europe.

The airline has a hierarchical staffing structure.

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

(1)

JadeJet has an internal department for product development.

(b) Identify **two** functions of a product development department.

(2)

<input type="checkbox"/>	A Business records
<input type="checkbox"/>	B Human resources
<input type="checkbox"/>	C Crisis management
<input type="checkbox"/>	D New destinations
<input type="checkbox"/>	E Pricing strategies

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JadeJet is planning to use an external advertising and promotion service.

- (c) (i) State **one** function of an external advertising and promotion service. (1)

Impartiality, expertise and resources are three advantages of using an external service.

- (ii) Why is each of these an advantage of using an external service for JadeJet? (3)

Impartiality is an advantage because

Expertise is an advantage because

Resources are an advantage because

JadeJet's business structure is changing because of a merger.

- (d) What is a merger? (1)

(Total for Question 2 = 8 marks)



- 3 The table shows changes in visitor numbers to heritage attractions in Scotland from 2013 to 2017.

Visitor attraction	Visitor numbers				
	2013	2014	2015	2016	2017
Blackness Castle	15,197	16,559	21,556	30,053	42,810
Doune Castle	38,081	47,069	68,518	90,279	124,341
Scottish Fisheries Museum	11,406	12,648	11,745	11,431	11,764
Glasgow Cathedral	233,172	219,947	182,205	296,062	389,101
Dean Castle	29,827	22,806	24,767	21,778	13,451

(Source: adapted from <https://www.visitscotland.org>)

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

- (a) (i) State the number of visitors to Glasgow Cathedral in 2016.

(1)

- (ii) Identify **two** correct statements shown in the table.

(2)

<input type="checkbox"/>	A In 2017 Doune Castle received more visitors than the other attractions
<input type="checkbox"/>	B In 2015 Blackness Castle received fewer visitors than the other attractions
<input type="checkbox"/>	C In 2014 the Scottish Fisheries Museum received more visitors than in 2016
<input type="checkbox"/>	D In 2013 Dean Castle received fewer visitors than the other attractions
<input type="checkbox"/>	E In 2016 Glasgow Cathedral received more visitors than the other attractions



Many heritage visitor attractions are used as locations for television and films.

(b) Give **two** products or services that could be developed at heritage visitor attractions made popular by television and films.

(2)

1

2

The amount of money visitors spend at visitor attractions may increase or decrease.

(c) Explain **two** ways a visitor attraction may respond to a decrease in average spend per visitor.

(4)

1

2

(Total for Question 3 = 9 marks)



4 The two royal weddings in the town of Windsor in 2018 are examples of foreseen cultural events. One royal wedding attracted over 110,000 more visitors than normal to Windsor. Visitor numbers to Windsor have continued to increase.

Explain **two** reasons why large increases in visitor numbers may be a threat to travel and tourism businesses in Windsor.

1

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(Total for Question 4 = 4 marks)

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5 A science museum has developed a new mobile application (app).

One way this new app will be used is to give visitors information about exhibits, opening times and prices.

Explain **two other** ways the museum could use the app.

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(Total for Question 5 = 4 marks)

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6 In 2019 extreme weather events caused flooding and forest fires in New Zealand.

NewZee Tours is a tour operator that specialises in touring holidays around New Zealand.

Holiday cancellations are one way extreme weather events could be a threat to NewZee Tours.

(a) Explain **one other** way extreme weather events could be a threat to NewZee Tours.

(2)

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The New Zealand government is funding a global promotional campaign about eco/responsible tourism resorts in New Zealand.

(b) Explain **two** reasons why this promotional campaign could be an opportunity for NewZee Tours.

(4)

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(Total for Question 6 = 6 marks)

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7 Running is an increasingly popular sport. This popularity has led to the development of a range of sporting events attracting participants and spectators.

- 'From 1986 to 2018, participating in running races worldwide has grown by 57.8%.'
- 'Half marathons (when people run 13.1 miles) are one of the most popular running events.'
- 'Travelling to race has never been more popular than today.'

(Adapted from <https://www.runnersworld.com>)

A popular tourist town is planning to hold a half marathon running event.

The event will take place in March to increase visitor numbers in a quieter time of year. The aims of the event are to increase tourism and help the town to be better known. Other activities planned include a street carnival and a music concert.

Discuss how travel and tourism businesses could respond to the opportunities offered by this half marathon running event.

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(Total for Question 7 = 8 marks)

TOTAL FOR PAPER = 50 MARKS





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