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# Travel and Tourism

## Unit 7: Travel and Tourism Business Environments

Thursday 25 May 2017 – 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.

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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** Large business organisations in travel and tourism have a number of different internal departments. One internal department is human resources.

(a) Identify **one** function of a human resources department.

(1)

- A** Developing attractions
- B** Managing customer requirements
- C** Training staff
- D** Updating booking systems

Another internal department is finance and accounting.

(b) Identify **one** function of a finance and accounting department.

(1)

- A** Managing cash flow
- B** Organising repairs
- C** Brand development
- D** Last minute advertising

Business organisations in travel and tourism also use external services and their functions. One external service is market research.

(c) State two ways an external service can do market research.

(2)

1 .....

2 .....

(d) Identify **two** other external services used by travel and tourism business organisations.

(2)

- A** Matrix structure
- B** Advertising and promotion
- C** Multi-national
- D** Disposable income
- E** Consultancy

**(Total for Question 1 = 6 marks)**

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2 (a) Tailor-made is an example of what type of product? (1)

- A Dream selling
- B Demographic
- C Holiday
- D Second homes

(b) Identify **two** transport trends. (2)

- A Rise in low-cost airlines
- B Fewer stag and hen parties
- C Increase in number of cruises
- D Increase in boutique hotels
- E Decrease in self-catering holidays

The declining youth market is an example of a demographic trend.

(c) Give one other example of a **demographic** trend. (1)

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(d) Describe what is meant by **peak and off-peak**. (2)

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(Total for Question 2 = 6 marks)

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3 Bluetooth technology is one example of a technological innovation.

(a) Outline two ways **theme parks** use Bluetooth technology.

(2)

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2 .....

(b) State two **technological innovations** used by travel and tourism businesses, other than Bluetooth technology.

(2)

1 .....

2 .....

Travel and tourism businesses change and respond to opportunities provided by technological developments.

(c) Explain two reasons why travel and tourism businesses **change and respond** to opportunities provided by technological developments.

(4)

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(Total for Question 3 = 8 marks)

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4 One type of government intervention is the funding of promotional material.

One reason why a government would fund travel and tourism promotional material is to attract more visitors.

(a) Outline two **other** reasons why a government would fund travel and tourism promotional material.

(2)

1 .....

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Changing fuel prices are an example of an external cost that can affect transport providers.

(b) Explain one way **transport providers** can respond to **decreasing** fuel prices.

(2)

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One infrastructure development that will have a major impact on transportation in Britain is HS2, a new high-speed rail route linking London, Birmingham, Manchester and Leeds. Once fully completed, HS2 will significantly reduce the journey times between these cities.

This proposed development will provide opportunities for rail operators. It will also offer opportunities for other types of transport provider in the UK, such as airlines, coach and ferry operators.

(c) Explain two **opportunities** the opening of the HS2 high-speed rail route will have for transport providers, **other than** rail operators.

(4)

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5 Use the data in the table to answer Question 5(a).

**Northern Ireland Tourism Performance (January–March 2014 and 2015)**

	January to March 2014	January to March 2015	Percentage Change
Total trips (000s)	831	930	+12
Total nights (000s)	2,512	2,975	+18
Total spend (£m)	147	136	-7

**Trips by reason for visit...**

Holiday	293	333	+14
Visiting friends/relatives (VFR)	393	406	+3
Business	89	120	+35
Other	57	71	+25

(Source: Northern Ireland Passenger Survey (NISRA), Survey of Overseas Travellers (Fáilte Ireland), Country of Residence Survey (CSO) and Continuous Household Survey (NISRA).)

The data in the table shows trends in the number of visitor trips and total visitor spend in Northern Ireland between January to March 2014 compared with January to March 2015.

(a) One trend has been a 7 per cent decrease in total visitor spend.

Identify two **other** trends.

(2)

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(b) Explain one way the **decrease** in total visitor spend will affect **businesses** in the travel and tourism sector in Northern Ireland.

(2)

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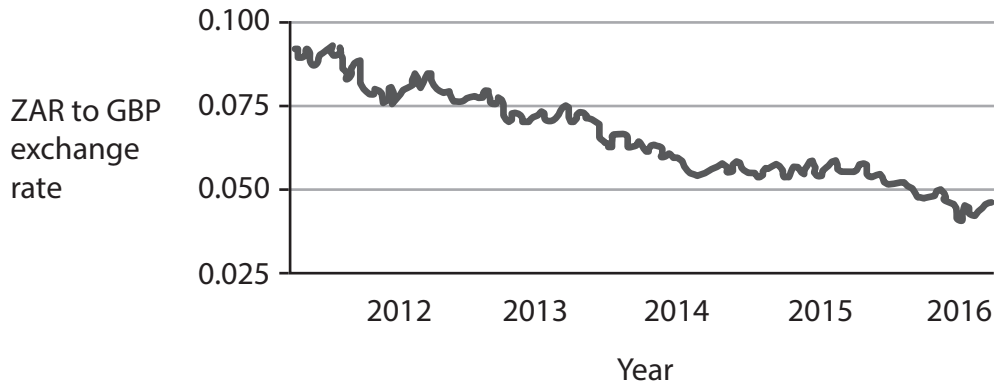
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Currency exchange rate fluctuations are an example of an economic trend.

The graph provides information about the currency exchange rates of the South African Rand (ZAR) to the Great British Pound (GBP) from 2012 to 2016.

**South African Rand (ZAR) to Great British Pound (GBP) exchange rates 2012–2016**



**Use the graph to answer Question 5(c)(i).**

- (c) (i) Explain one way the currency exchange rate trend in the graph would impact **UK visitor numbers** to South Africa.

(2)

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(ii) Employment rates are another example of an economic trend that can affect the travel and tourism sector. Unemployment rates in South Africa have been increasing over the last 10 years.

Explain two **advantages** of high unemployment rates for travel and tourism **businesses** in South Africa.

(4)

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'Business air travel is expected to grow rapidly. 33 per cent of business travellers plan to spend more on business travel in the next three years.'

(Source adapted from: *Business Travel 2016*)

- 6 Airline managers understand the need to respond to the expected growth in business travel. They are considering introducing the following services.
1. Luggage transfer service. For an additional cost, business travellers can leave their luggage at the airport on arrival, go to their meetings and then have their luggage delivered directly to their hotel.
  2. Hot showers and hairdressing services. Larger business class departure lounges will be adapted to offer these services.

Explain one **disadvantage** for **airline managers** of introducing each of the business travel services.

Luggage transfer system

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Hot showers and hairdressing services

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**QUESTION 7 BEGINS ON THE NEXT PAGE.**



- 7 Greek Unique is a UK-based tour operator specialising in Greek island package holidays for families.

The tour operator began trading 10 years ago with packages to the Greek island of Corfu. Since then, Greek Unique has expanded its holiday provision to five other Greek islands offering a range of self-catering accommodation for families. The company now has a reputation as a reliable Greek beach holiday specialist, offering excellent customer service.

However recently, existing customers of Greek Unique have said they want to experience different types of holiday. They like the tour operator but do not always want to holiday in Greece. Therefore, Greek Unique faces the threat of losing some of its existing customers.

Discuss how **Greek Unique** should respond to the **threat** of losing some of its existing customers.

(8)

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**(Total for Question 7 = 8 marks)**

**TOTAL FOR PAPER = 50 MARKS**





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