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Centre Number					Learner Registration Number					
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Travel and Tourism

Unit 7: Travel and Tourism Business Environments

Thursday 22 January 2015 – Morning Time: 1 hour	Paper Reference 21627E
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You do not need any other materials.	Total Marks <input style="width: 50px; height: 20px;" type="text"/>
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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.

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 Travel and tourism businesses develop new products and services in response to changing trends in the sector.

(a) (i) Identify **one** technology trend.

(1)

- A** Rise of dark tourism
- B** Rise in social media usage
- C** Rise in exchange rate
- D** Rise in youth market

(ii) The increasingly ageing population is an example of which type of trend?

(1)

- A** Holiday
- B** Seasonal
- C** Demographic
- D** Cultural

(b) Outline what is meant by the term package holiday.

(1)

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(c) Travel and tourism businesses respond to a variety of opportunities and threats. These can be foreseen or unforeseen.

Identify **one** foreseen event.

(1)

- A** Carnival
- B** Earthquake
- C** Volcanic eruption
- D** Riot

(Total for Question 1 = 4 marks)



2 Portman Vacations is a high street travel agency.

Over the last five years it has grown its business to become a chain of ten branches.

This growth has allowed Portman Vacations to cut its costs through economies of scale.

(a) State **two** ways that economies of scale have allowed Portman Vacations to cut its costs.

(2)

1

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2

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The manager of Portman Vacations has noticed that people are spending less money when booking holidays.

This is due to a decrease in disposable income.

(b) Outline **two** ways customers may adapt their holiday booking in order to spend less.

(2)

1

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2

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Travel and tourism businesses can be affected by government interventions.

(c) State **two** government interventions that can affect travel and tourism businesses.

(2)

1

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2

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(Total for Question 2 = 6 marks)



3 Principal Travel is a private limited coach company.

(a) Outline **two** advantages for Principal Travel of being a private limited company.

(2)

1

2

(b) State **two** other common types of travel and tourism business ownership.

(2)

1

2

(c) Identify the internal department responsible for designing Principal Travel's new coach tours.

(1)

- A** Human resources
- B** Finance and accounting
- C** Product development
- D** Advertising and promotion



Principal Travel works with Klik-IT, an external business that provides a range of online services for travel and tourism organisations.

(d) Name **two** services Klik-IT would provide for Principal Travel.

(2)

1

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2

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One reason travel and tourism organisations use the services of external businesses is because of their impartiality.

(e) Explain **one** advantage for travel and tourism organisations of using the services of impartial external businesses.

(2)

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(Total for Question 3 = 9 marks)



4 The table provides information on visitor numbers to some of the most popular attractions in the UK in 2012.

Attraction	Location	Total visits (millions)	Free (F) Charge made (C)	% change in numbers +/- from 2011
Chester Zoo	Chester	1.405	C	-1.41 %
Eden Project	Cornwall	0.954	C	-4.80 %
Kelvingrove Art Gallery (KAG)	Glasgow	1.038	F	5.80 %
Science Museum	London	2.989	F	3.50 %
Tate Modern	London	5.319	F	9.00 %
Tower of London	London	2.444	C	-4.30 %

(Source: adapted from ALVA/Association of Leading Visitor Attractions.)

(a) Using the information in the table, state **one** reason for the decline in visitor numbers to the Eden Project.

(1)

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(b) Kelvingrove Art Gallery (KAG) wants to continue to increase its visitor numbers.

Explain **one** way a market research agency could help KAG increase its visitor numbers.

(2)

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(Total for Question 4 = 3 marks)



5 The number of visitors to Dig 4 Dinosaurs Museum (D4DM) varies throughout the year. Its busiest times are during school holidays and the summer months.

The manager of D4DM wants to reduce variations in visitor numbers throughout the year.

(a) State the term used to describe differences in the numbers of visitors throughout the year.

(1)

(b) Explain **two** reasons why the manager of D4DM wants to reduce variations in visitor numbers throughout the year.

(4)

1

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(Total for Question 5 = 5 marks)



6

Numbers of visits made to UK by world region (000s)				
World region	2009	2010	2011	2012
Asia	1 310	1 470	1 591	1 628
Europe	22 083	22 046	22 438	22 796
N. America	3 564	3 397	3 586	3 544

Amount of money spent in the UK by world region (£m)				
World region	2009	2010	2011	2012
Asia	1 509	1 575	1 717	1 958
Europe	9 176	9 121	9 740	9 768
N. America	2 581	2 647	2 874	2 995

(Source: figures adapted from VisitBritain.)

(a) Use the data in the tables to identify **two** trends in the number of inbound visitors and the amount of money they spent in the UK between 2009 and 2012.

(2)

1

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2

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(b) Explain **one** reason for the trends in the number of inbound visitors and the amount of money they spent in the UK.

(2)

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(Total for Question 6 = 4 marks)



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QUESTION 7 BEGINS ON THE NEXT PAGE



7 Fun and Thrills is a small theme park aimed at families with young children.

The theme park is experiencing a reduction in visitor numbers.

(a) Identify the stage in the product life cycle that Fun and Thrills has reached.

(1)

The theme park has identified that only appealing to families with young children is a business risk.

(b) Explain **one** reason why only appealing to families with young children is a business risk.

(2)

Fun and Thrills theme park offers rides, seating areas, a gift shop and a ticket and information centre. It also has a large area of land that it could develop.

The theme park owners have identified that changing social attitudes are leading to a demand for more ethical and environmentally friendly products and services.

(c) Explain **two** ways Fun and Thrills could develop the area of land to meet the demand for more ethical and environmentally friendly products and services.

(4)

1

2



The owners of Fun and Thrills theme park are considering introducing the latest Bluetooth wireless electronic wristband for visitors.

The wristband can be used to gain automatic entry onto rides and can be preloaded with money to pay for items bought in the theme park.

The initial cost of introducing this wristband would be a disadvantage for Fun and Thrills.

(d) Explain **two** other disadvantages for Fun and Thrills of introducing this new technology.

(4)

1

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2

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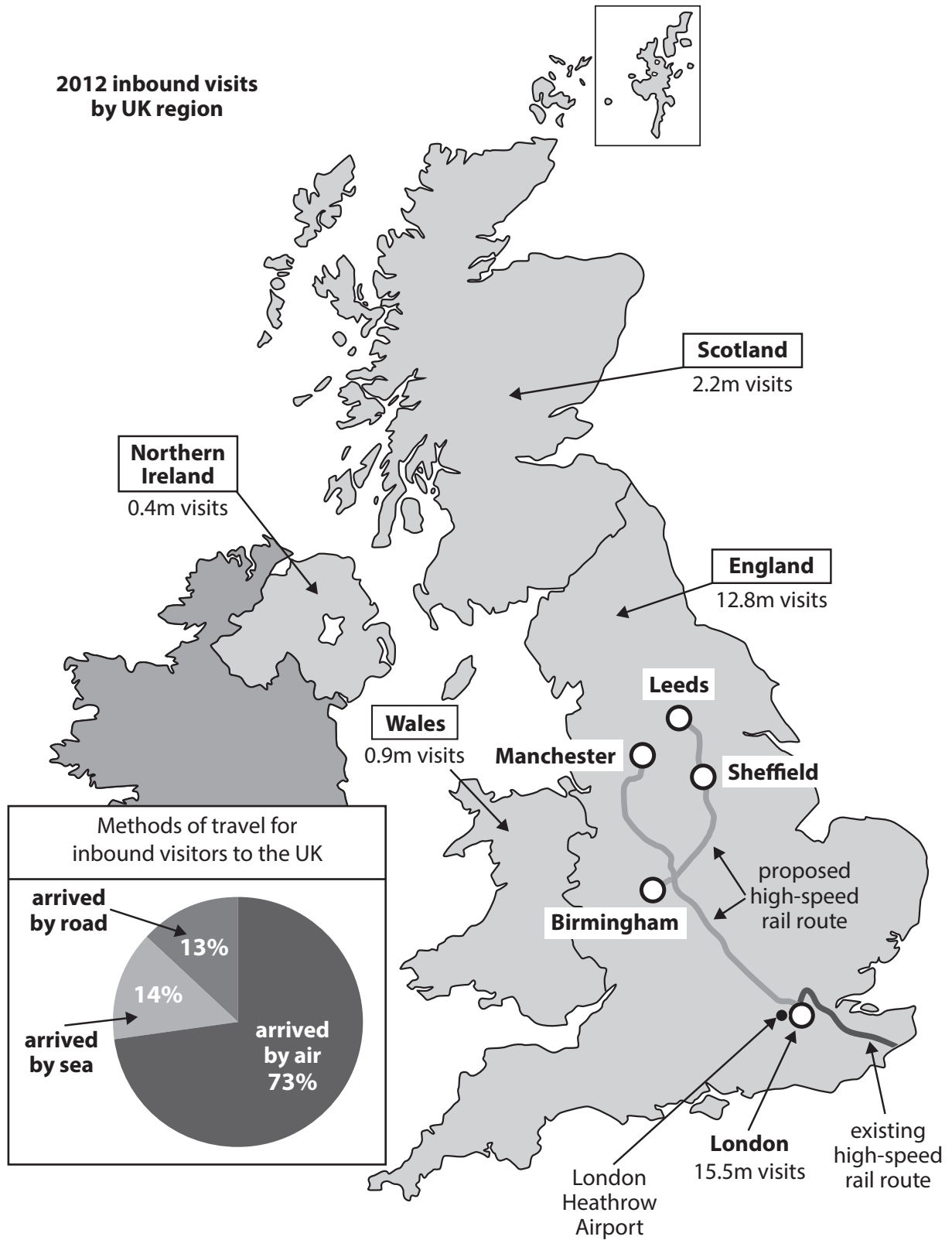
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(Total for Question 7 = 11 marks)



8 Read the following information before answering the question.





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(Total for Question 8 = 8 marks)

TOTAL FOR PAPER = 50 MARKS



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