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Pearson BTEC
Level 1/Level 2
First Certificate

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| Centre Number | Learner Registration Number | | | | | | | | | | | | | | | | |
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Travel and Tourism

Unit 7: Travel and Tourism Business Environments

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|---|----------------------------------|
| Friday 22 May 2015 – Morning Time: 1 hour | Paper Reference 21627E |
|---|----------------------------------|

| | |
|---|-------------|
| 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 Fauzia owns a bed and breakfast which has three bedrooms that visitors can book. She employs one part-time member of staff who helps with the cleaning and cooking.

(a) Identify the size of Fauzia's business. (1)

- A** Global company
- B** Large business
- C** Small and medium enterprise
- D** Micro-enterprise

(b) Fauzia needs help with her financial records.

Identify the external service that Fauzia could use to help with her financial records.

(1)

- A** Research
- B** Customer care
- C** Accounting
- D** Brand development

Fauzia owns her bed and breakfast business as a sole trader.

(c) Identify **one** other type of business ownership. (1)

- A** Hierarchical
- B** External
- C** Partnership
- D** Intangible

(d) Give **two** advantages of being a sole trader. (2)

1

2

(Total for Question 1 = 5 marks)



2 Rapid Rail operates passenger trains in the north of England. It has a busy customer services department. One function of this department is dealing with customer enquiries.

(a) State **two** other functions of the customer services department.

(2)

1

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2

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(b) Rapid Rail is a public limited company (PLC).

Give **one** advantage for Rapid Rail of being a PLC.

(1)

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(Total for Question 2 = 3 marks)

3 Changing cultural trends have led to an increase in dark tourism.

(a) What is dark tourism?

(1)

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(b) State **two** other cultural trends that affect the travel and tourism sector.

(2)

1

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2

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(Total for Question 3 = 3 marks)



4 A tourist information centre (TIC) wants to gather information about the visitors to its local area through market research.

(a) Identify **one** way market research can be carried out.

(1)

- A Administration
- B Mystery shopper
- C Promotion
- D Dream selling

The manager of the TIC decides to use the expertise of an external business to carry out the market research.

(b) Outline **one** advantage for the TIC of using the expertise of an external business to carry out the market research.

(1)

.....

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(Total for Question 4 = 2 marks)



5 Wow-Walking is a specialist tour operator offering walking and hiking holidays. Wow-Walking has recently changed the structure of its business by creating a new subsidiary company called Wow-Cycling.

(a) (i) What is a subsidiary company?

(1)

.....

.....

(ii) Give **one** other way a business can change its structure.

(1)

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(b) Explain **two** reasons why Wow-Walking has created Wow-Cycling.

(4)

1

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2

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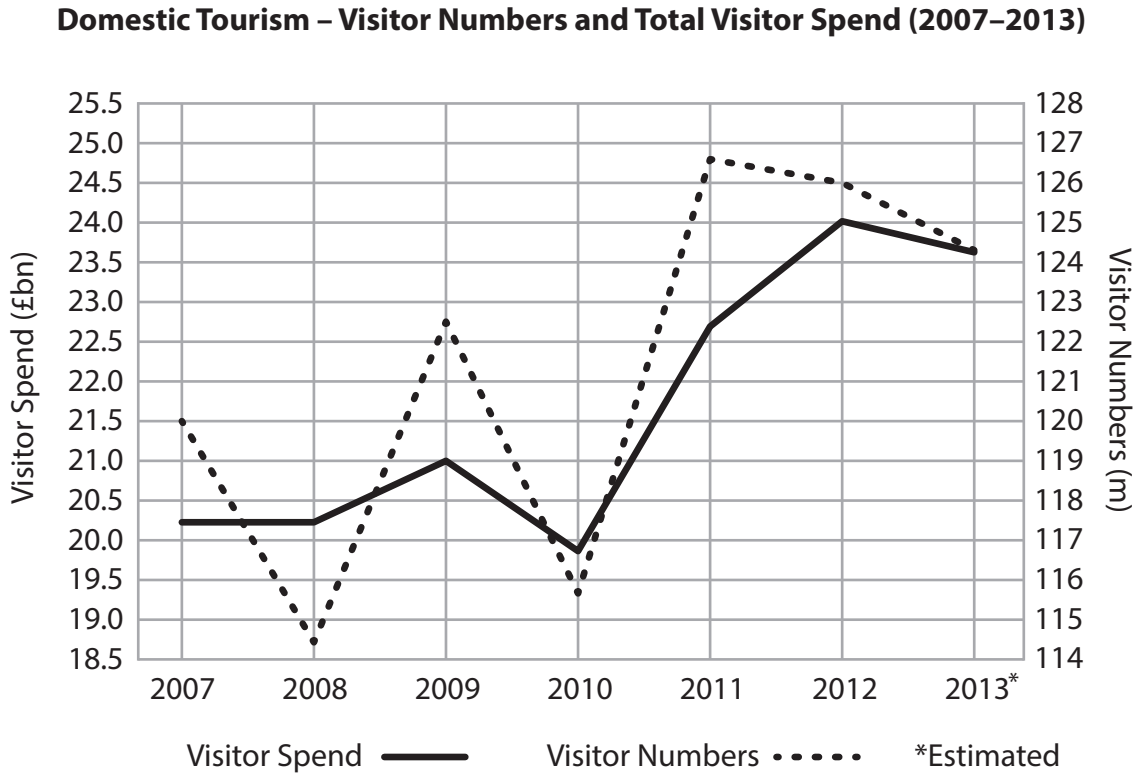
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(Total for Question 5 = 6 marks)



- 6 The graph shows trends in the number of domestic visitors and their total spend in England between 2007 and 2013.



(Source: GB Tourism Survey, VisitEngland, 2014)

Use the graph to answer questions 6(a) and 6(b).

- (a) (i) Which year had the greatest number of domestic visitors? (1)

- A 2007
- B 2009
- C 2011
- D 2012

- (ii) How much money did domestic visitors spend in 2012? (1)

- A 25 million
- B 125 million
- C 24 billion
- D 126 billion



(b) Give **two** reasons for the decrease in domestic visitor spend between 2009 and 2010.

(2)

1

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2

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Change in visitor spend is an example of an economic trend.

(c) Give **one** other economic trend.

(1)

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(Total for Question 6 = 5 marks)



7 The number of tourists taking a cruise holiday is an example of a changing trend.

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

(2)

1

2

The table shows the total number of UK cruise passengers between 2007 and 2012.

The data shows those passengers departing directly from UK ports (UK port passengers) and those flying from a UK airport to an overseas destination to board the cruise (fly-cruise passengers).

UK Cruise Passenger Numbers (2007–2012)

| Year | Total Cruise Passengers (000s) | UK Port Passengers (000s) | % share | Fly-Cruise Passengers (000s) | % share |
|------|--------------------------------|---------------------------|---------|------------------------------|---------|
| 2007 | 1,335 | 467 | 35.0 | 867 | 65.0 |
| 2008 | 1,477 | 557 | 37.7 | 920 | 62.3 |
| 2009 | 1,533 | 594 | 38.8 | 939 | 61.2 |
| 2010 | 1,622 | 653 | 40.3 | 969 | 59.7 |
| 2011 | 1,700 | 729 | 42.9 | 971 | 57.1 |
| 2012 | 1,701 | 807 | 47.6 | 894 | 52.4 |

(Source: PSA/IRN Research)

Use the table to answer questions 7(b) and 7(c).

(b) Identify **two** trends shown by the data in the table.

(2)

- A** The percentage share of UK port passengers has decreased
- B** The total number of cruise passengers has increased each year
- C** The number of UK port passengers has increased each year
- D** The total number of cruise passengers has decreased overall
- E** The number of fly-cruise passengers has increased each year



(c) Explain **two** reasons for the change in the number of fly-cruise passengers.

(4)

1

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2

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(Total for Question 7 = 8 marks)



8 Firefly Airways operates domestic and short-haul flights across Europe. It is concerned about increased competition from rival airlines and is going to use social media to respond to this threat.

(a) Explain **two** ways that social media can be used by Firefly Airways to respond to the threat of competition from rival airlines.

(4)

1

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2

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Firefly Airways uses a number of European airports. It has been informed of potential strike action by staff at one of these airports.

(b) Explain **one** way the strike action could provide a business opportunity for Firefly Airways.

(2)

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Firefly Airways offers all passengers a free snack on their flights. Passengers on flights of more than three hours are also offered a free hot meal.

The airline has seen a reduction in profit due to the rising cost of food. It wants to continue to offer a free food service to customers whilst maintaining profitability.

(c) Explain **two** ways Firefly Airways can continue to offer a free snack and meal service whilst maintaining profitability.

(4)

1

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2

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(Total for Question 8 = 10 marks)



9 Keld-on-Sea is a popular seaside resort attracting visitors throughout the year. A new visitor attraction, Smuggler’s Cove, has recently opened in the resort.

Seaside resort transformed by Smuggler’s Cove – a 3D interactive visitor experience!

An action packed, indoor attraction has just opened to fantastic reviews.

The family friendly, interactive experience provides visitors with a 3 dimensional (3D) animated movie, a soft play area, game zone, gift shop and food court.

It is hoped the attraction will draw over 800,000 visitors a year, adding up to £30m of revenue to the resort’s economy.

Go Wild Zoo is a popular visitor attraction in Keld-on-Sea. The owners of the zoo are concerned about the recently opened Smuggler’s Cove and the impact it will have on their business.

Discuss how the owners of Go Wild Zoo can respond to the opening of Smuggler’s Cove.

(8)

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Handwriting practice area with 15 horizontal dotted lines.

(Total for Question 9 = 8 marks)

TOTAL FOR PAPER = 50 MARKS





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