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General Certificate of Secondary Education  
June 2004



**LEISURE AND TOURISM (DOUBLE AWARD)      3840/1**  
**Unit 1: Investigating Leisure and Tourism**

Monday 14 June 2004 9.00 am to 10.30 am

<b>In addition to this paper you will require:</b> the Coloured Insert (enclosed).
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Time allowed: 1 hour 30 minutes

**Instructions**

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions in the spaces provided.
- If you need extra paper, use additional answer sheets.
- Do all rough work in this book. Cross through any work you do not want marked.

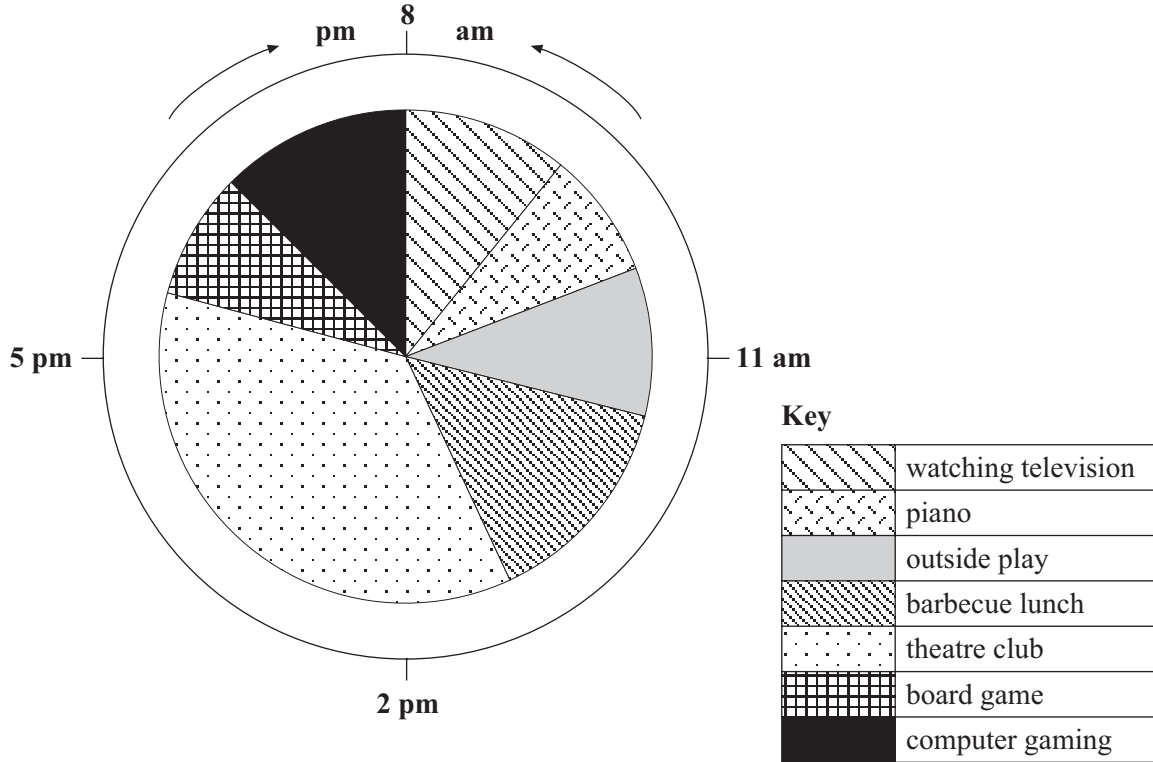
**Information**

- The maximum mark for this paper is 90.
- Mark allocations are shown in brackets.

For Examiner's Use			
Number	Mark	Number	Mark
1			
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4			
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Total (Column 1)	→		
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Answer **all** questions in the spaces provided.

1 Study **Figure 1**, which shows the Saturday activities of 8 year old Katie.



**Figure 1**

(a) (i) Which leisure activity takes up the most time?

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(1 mark)

(ii) Compare your own Saturday leisure activities, and the time you spend on them, with Katie's activities.

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(4 marks)

(b) Leisure activities are many and varied.

Complete the table below with examples of leisure activities **not** shown in **Figure 1**.

Description	Example of leisure activity
Home-based	
Sports participation	
An activity which may also be considered tourism	

(3 marks)

(c) People are always looking for new ways to spend their leisure time.

You have investigated the leisure industry in an area.

Give the name of the area you investigated and state **two** leisure activities that you found there and would recommend to a recently retired person.

Name of Area .....

Recommended activity 1 .....

Recommended activity 2 .....

Explain the choices you made.

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(4 marks)

2 Study **Figure 2** which shows the front cover of a take-away restaurant menu.

Figure 2 is not reproduced here due to third-party copyright restrictions.

**Figure 2**

- (a) (i) The East India specialises in Indian food. Name **one** other type of food often provided by take-away restaurants.

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(1 mark)

- (ii) Describe what customers need to do to receive a delivery service from the East India take-away restaurant.

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(3 marks)

(iii) Suggest reasons why the delivery charge varies.

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(2 marks)

(b) Name **two** leisure facilities, other than take-away restaurants, that provide for home-based leisure. Describe the products and services they provide.

Facility 1.....

Products and services .....

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Facility 2.....

Products and services .....

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(6 marks)

(c) Describe the methods you would use to investigate the location of home-based leisure facilities in a town.

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(4 marks)

Turn over ►

- 3 (a) Study **Figure 3**, on the insert, which shows an advertisement for a tour operating company called Bridge Holidays.

Choose a brochure from **Figure 3** to match each of the holiday types listed in the table below. Write the number of each chosen brochure in one of the spaces provided.

Type of holiday	Choice of brochure
Domestic	
Out-bound holidays	
Holidays involving short-haul flights	
Holidays involving long-haul flights	
Short-break holidays	

(5 marks)

- (b) Study **Figure 4**, which shows a table listing some different types of holiday.

Type of holiday
<ul style="list-style-type: none"> <li>• In-bound holidays</li> <li>• Out-bound holidays</li> <li>• Holidays involving short-haul flights</li> <li>• Holidays involving long-haul flights</li> <li>• Short-break holidays</li> </ul>

**Figure 4**

- (i) What is the difference between an in-bound holiday and an out-bound holiday?

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(2 marks)

(ii) What is meant by a short-break holiday?

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(2 marks)

(iii) Suggest reasons for the increased popularity of short-break holidays in recent years.

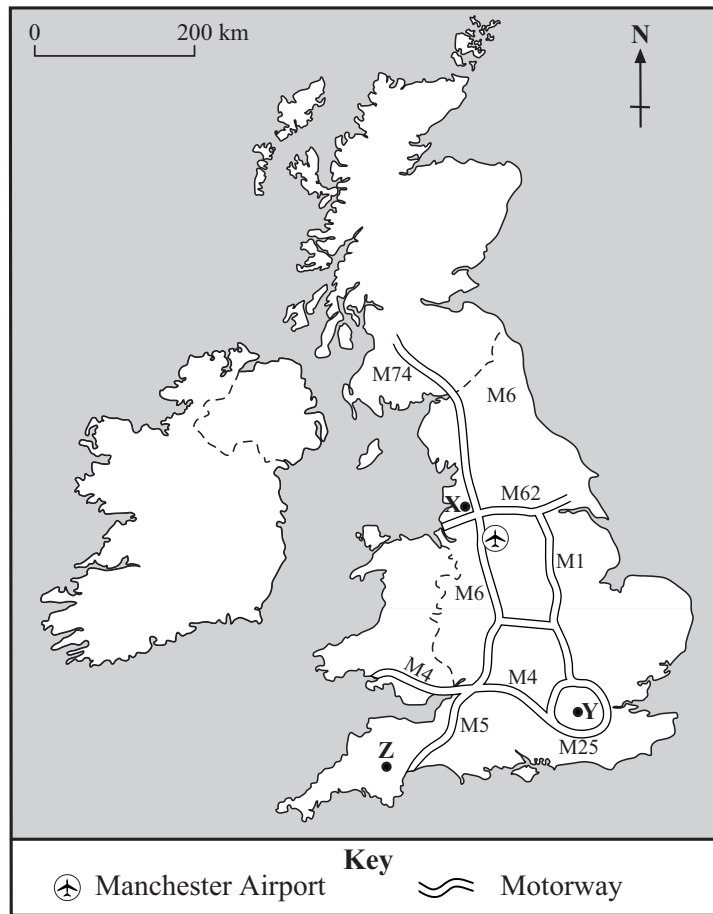
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(6 marks)

**TURN OVER FOR THE NEXT QUESTION**

**Turn over** ►

4 Study **Figure 5**, which shows a map of some tourism destinations in the UK.



**Figure 5**

- (a) (i) Location **X** is a theme park based on the legend of King Arthur.  
What is it called?  
Circle the correct answer below:

Excalibur                  Camelot                  Lancelot                  The Round Table

*(1 mark)*

- (ii) Name the tourist city **Y** and National Park **Z**.

**Y** .....

**Z** .....

*(2 marks)*



(b) Coastal areas, such as seaside towns and Heritage Coasts, are one group of tourism destinations. Choose **one** coastal area you have studied.

(i) Describe what it offers visitors.

Name of coastal area.....

What it offers .....

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(4 marks)

(ii) Describe a suitable route to your chosen area from Manchester Airport for visitors who are driving. The location of Manchester Airport is shown in **Figure 5**.

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(3 marks)

10

**TURN OVER FOR THE NEXT QUESTION**

**Turn over** ►

5 Study **Figure 6**, a table which shows numbers of visits made to some major UK museums and galleries in 2001.

Museum or gallery	Location	Visits 2001 (million)
National Gallery	London	4.9
British Museum	London	4.9
National History Museum	London	1.7
Science Museum	London	1.4
The Tate Gallery (Tate Britain)	London	1.0
National Museum of TV and Photography	Bradford	0.9
The Lowry	Salford	0.7

**Figure 6**

(a) (i) What is the difference in the number of visits made to the National Gallery and to the National Museum of TV and Photography in 2001?

.....  
(1 mark)

(ii) Suggest a reason for the difference given in (i).

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.....  
(1 mark)

(b) (i) Choose **one** of the following UK museums or galleries:

Beamish, Ironbridge Gorge, The Tate Modern.

Describe its location and purpose.

Museum or Gallery .....

Location.....

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Purpose.....

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(6 marks)

(ii) Name **two** jobs done by leisure industry employees who work in the facility you chose in (i).

Job 1 .....

Job 2 .....

(2 marks)

(iii) Choose **one** of the jobs you named in (ii).

Explain the skills and personal qualities required to do the job and why they are important.

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(6 marks)

16

**TURN OVER FOR THE NEXT QUESTION**

**Turn over** ►

- 6 (a) The choices people make about how to use their leisure time may be influenced by many factors.

Study **Figure 7**, on the insert, which shows the front covers of two Hollywood Bowl bowling alley leaflets.

- (i) Explain how each of the factors listed below may influence people to choose whether to spend leisure time at a facility such as a Hollywood Bowl bowling alley.

age group  
special needs  
type of household

age group.....

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special needs .....

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type of household.....

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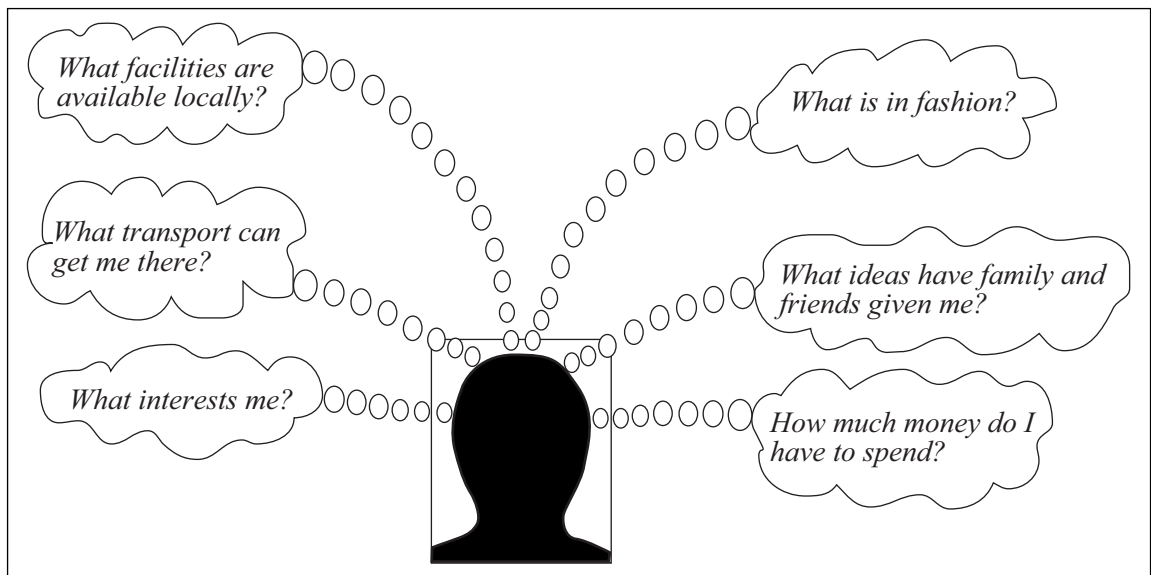
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(6 marks)

- (ii) People’s choice of how to spend leisure time is also influenced by the factors shown in **Figure 8**.

Choose an adult you know and explain how their choice of leisure time is influenced by the factors shown in **Figure 8**.



**Figure 8**

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(6 marks)

**QUESTION 6 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(b) There are many links between the leisure and tourism industries.

Using examples, explain how the leisure and tourism industries are linked.

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(9 marks)

**END OF QUESTIONS**



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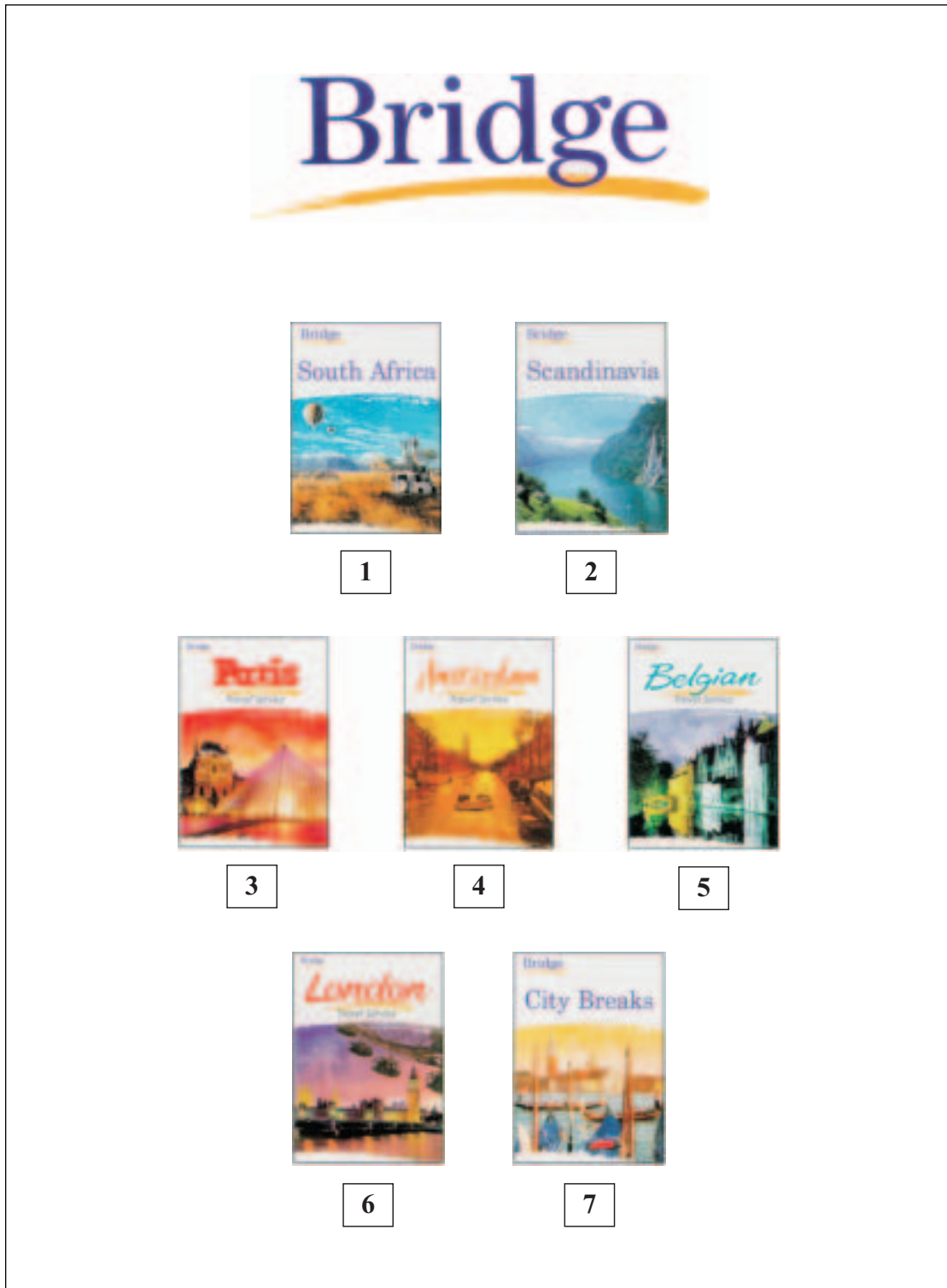
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**LEISURE AND TOURISM (DOUBLE AWARD) 3840/1**

**Coloured Insert**



**Figure 3**

crazy daze




after school bowling  
for only  
**£1.50**  
... per game  
weekdays  
during  
term time  
3.30pm-6pm

See reverse for full details

hollywood bowl  
guaranteed good times

family  
mornings  
Sundays 10am-12noon



kids bowl  
**free**  
Under 16s bowl free if they bring a full paying adult

See reverse for full details

hollywood bowl  
guaranteed good times

Figure 7

Hollywood Bowl is a registered trademark owned by Mitchells & Butlers plc.

Hollywood Bowl - a complete bowling and leisure experience. 23 state-of-the-art tenpin bowling centres nationwide.