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General Certificate of Secondary Education  
January 2005



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

Wednesday 12 January 2005 9.00 am to 10.30 am

**In addition to this paper you will require:**  
the insert (enclosed).

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			
2			
3			
4			
5			
6			
Total (Column 1)	→		
Total (Column 2)	→		
TOTAL			
Examiner's Initials			

Answer **all** questions in the spaces provided.

1

**Total for this question: 18 marks**

Study **Figure 1** which gives information about half-term events in Newcastle upon Tyne Libraries.

## Half-term fun at Newcastle Libraries

**There's a lot on offer to keep your kids happy during this half-term including:**

Workshops for children aged 5-8 with writer and illustrator Simon Bartram

To book your place contact:  
City Library 0191 277 4100  
East End Library 0191 278 8400  
Gosforth Library 0191 277 4240  
Jesmond Library 0191 277 4215

Children's Screen Printing Workshop at Benwell Library  
Call 0191 273 3220

World Snickett Day at East End Library  
Call 0191 278 8400

Ghostly stories and paper lanterns at Gosforth Library (5 to 8 year olds)  
Call 0191 277 4240

**For information on other activities planned for half-term check out our website [www.newcastle.gov.uk/libraries](http://www.newcastle.gov.uk/libraries) or contact Olive Bush on 0191 277 7777 Email: [olive.bush@newcastle.gov.uk](mailto:olive.bush@newcastle.gov.uk)**

**Figure 1**

- (a) (i) Which library has a children's screen printing workshop?

.....  
(1 mark)

- (ii) Give **one** of the half-term activities organised for 5–8 year olds in Newcastle upon Tyne Libraries.

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(1 mark)

- (iii) Give **two** ways customers could find out more about the activities shown in **Figure 1**.

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(2 marks)

(b) You have investigated the leisure industry in a chosen area.

Give the name of the area you investigated.

Name of area .....

(i) Name **two** examples of leisure facilities that you found in the area. For each, give the key component to which it belongs.

Facility 1

Name .....

.....

Key component .....

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Facility 2

Name .....

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Key component .....

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(4 marks)

(ii) Describe the methods that you used to carry out your investigation of the leisure industry in the area.

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(4 marks)

**QUESTION 1 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(iii) Leisure provision in your area will have changed over the last 20 years.

Describe these changes and explain why they have happened.

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(6 marks)

2

**Total for this question: 18 marks**

Study **Figure 2** on the insert which shows the attractions at Dan-yr-Ogof.

- (a) (i) Complete the table below to identify facilities at Dan-yr-Ogof that have been provided for particular types of customer.

Customer type	Facility
Children aged 6 to 10	
Customers keen on physical recreation	

*(2 marks)*

- (ii) A family of one adult and two children aged 6 and 16 decide to visit Dan-yr-Ogof for the day.

Using information from **Figure 2**, select **three** facilities that would meet the needs of the family. Explain how each facility could help meet their needs.

Facility 1

Name .....

Explanation .....

.....

Facility 2

Name .....

Explanation .....

.....

Facility 3

Name .....

Explanation .....

.....

*(6 marks)*

**QUESTION 2 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(b) Dan-yr-Ogof Showcaves are in the Brecon Beacons National Park.

(i) Describe the major features of **one** National Park that you have studied **other than** the Brecon Beacons.

Name of National Park .....

Major features .....

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(4 marks)

(ii) Explain how a holiday spent in your chosen National Park may be both leisure **and** tourism.

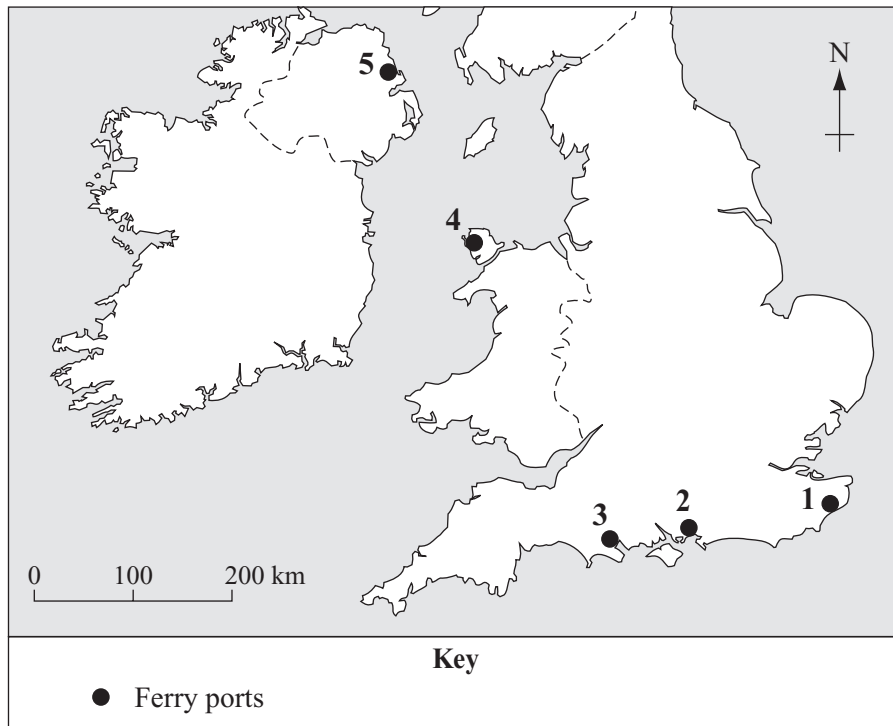
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(6 marks)

3

Total for this question: 12 marks

Study **Figure 3**, a map of major ferry ports in the United Kingdom.



**Figure 3**

- (a) Match the ferry port locations labelled 2 to 5 in **Figure 3** with **four** ferry ports from the list below.

Dover has been done for you as an example.

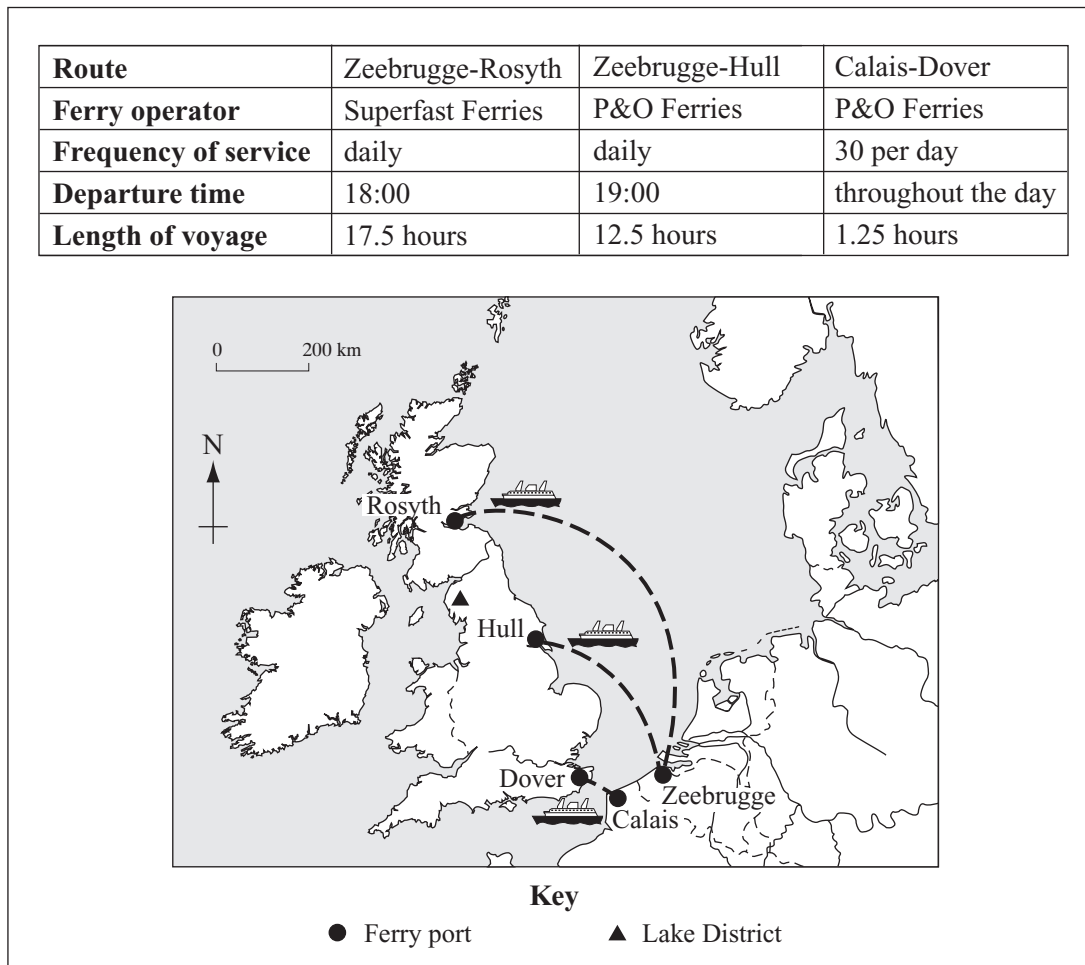
Ferry port	Location
Dover	1
Larne	
Stranraer	
Harwich	
Portsmouth	
Poole	
Plymouth	
Holyhead	

(4 marks)

**QUESTION 3 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

- (b) **Figure 4** gives information about car ferry routes to the UK. A party of in-bound tourists from Belgium is choosing between the ferry services shown.



**Figure 4**

- (i) What is meant by the term *in-bound* tourist?

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(2 marks)



(ii) Using **Figure 4**, explain the factors which a family would need to consider when planning their route by car from Belgium to the Lake District.

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(6 marks)

12

**TURN OVER FOR THE NEXT QUESTION**

**Turn over** ►

4

**Total for this question: 17 marks**

Study **Figure 5** on the insert, an extract from a self-catering accommodation brochure.

- (a) (i) Which **three** of the following are **not** normally included in the cost of self-catering accommodation in the UK? Tick **three** boxes only.

Room Service	<input type="checkbox"/>
Bed-making	<input type="checkbox"/>
Television	<input type="checkbox"/>
Meals	<input type="checkbox"/>
Furniture	<input type="checkbox"/>
A cooker	<input type="checkbox"/>

*(3 marks)*

- (ii) Using **Figure 5**, suggest **three** reasons why a holiday in the accommodation shown would suit a party of two adults and three children.

Reason 1 .....

.....

Reason 2 .....

.....

Reason 3 .....

.....

*(3 marks)*

- (iii) Name **two** types of self-catering accommodation **other than** a cottage.

Type 1 .....

.....

Type 2 .....

.....

*(2 marks)*

(b) The cottage described in **Figure 5** is in the countryside, close to the North Norfolk Heritage Coast.

(i) What is a *heritage coast*?

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(2 marks)

(ii) Complete the table below to identify types of tourist destination close to the cottage in **Figure 5**. Choose your answers from the list provided.

Name of destination	Type of destination
North Norfolk Heritage Coast	Heritage coast
Fakenham Racecourse	
Gressenhall Rural Life Museum	
The Broads	

Visitor attraction

Seaside town

Theme park

Forest

Sporting venue

National Park

(3 marks)

**QUESTION 4 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

- (c) Tourism can have both positive and negative impacts on a destination. Name **one** destination that you have studied and describe positive and negative **social** impacts of tourism.

Name of destination .....

Positive social impacts .....

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Negative social impacts.....

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(4 marks)

5

Total for this question: 10 marks

Study Figure 6, an advertisement for Direct Holidays.

Figure 6

- (a) Direct Holidays is a tour operator. “Cutting out the middleman” means Direct Holidays’ customers are buying holidays direct from the tour operator, missing someone else out.
- (i) Which **one** of the travel and tourism industry key components listed below does the “middleman” represent?

Tick **one** box only.

Key component	
Tourist information and guiding services	
Transportation	
Travel agents	

(1 mark)

- (ii) Suggest **one** reason, apart from saving money, why some people might prefer to book their holiday directly with the tour operator.

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(1 mark)

QUESTION 5 CONTINUES ON THE NEXT PAGE

Turn over ►

(b) There are different types of holiday. What is meant by

(i) a package holiday?

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(2 marks)

(ii) independent travel?

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(2 marks)

(c) Holidays involving short-haul flights may differ from those involving long-haul flights in a number of ways.

Apart from the length of the flight, explain **two** ways in which holidays involving short-haul flights may differ from those involving long-haul flights.

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(4 marks)

6

Total for this question: 15 marks

Study Figure 7.

<p><i>Rachel and Olivia are Americans in their early twenties. They are planning a trip to the UK and have made a list of tourist towns and cities they could explore for a day as part of their visit.</i></p>
<ul style="list-style-type: none"> <li>• Bath</li> <li>• Cambridge</li> <li>• Chester</li> <li>• Durham</li> <li>• Edinburgh</li> <li>• London</li> <li>• Oxford</li> <li>• Stratford upon Avon</li> <li>• York</li> </ul>

Figure 7

- (a) Choose **one** tourist town or city from Rachel and Olivia’s list and describe a suggested programme for Rachel and Olivia to have an interesting full day exploring your chosen town or city.

Town or city .....

Programme .....

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(6 marks)

QUESTION 6 CONTINUES ON THE NEXT PAGE

Turn over ►

- (b) Rachel and Olivia's visit from the USA to the UK will be serviced by the UK travel and tourism industry. The industry consists of a wide variety of organisations of different types and sizes. It offers many employment opportunities.

Describe, with examples, the range of jobs available at different levels in the UK travel and tourism industry.

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(9 marks)

15

**END OF QUESTIONS**

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Question 1 Figure 1: Jane Bynre, Citylife; Newcastle City Council, October 2003

Question 2 Figure 2: The National Showcaves Centre for Wales Dan-yr-Ogof

Question 5 Figure 6: Copyright Direct Holidays plc 2004

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**Unit 1 Investigating Leisure and Tourism**

Wednesday 12 January 2005 9.00 am to 10.30 am

Photograph not reproduced here due to third-party copyright constraints.  
Photograph showed a medium-sized, old cottage set in gardens.

**Insert**

**Figure 5**  
**(for use with Question 4)**

THE  
NATIONAL SHOWCAVES  
CENTRE  
FOR WALES  
DAN-YR-OGOF

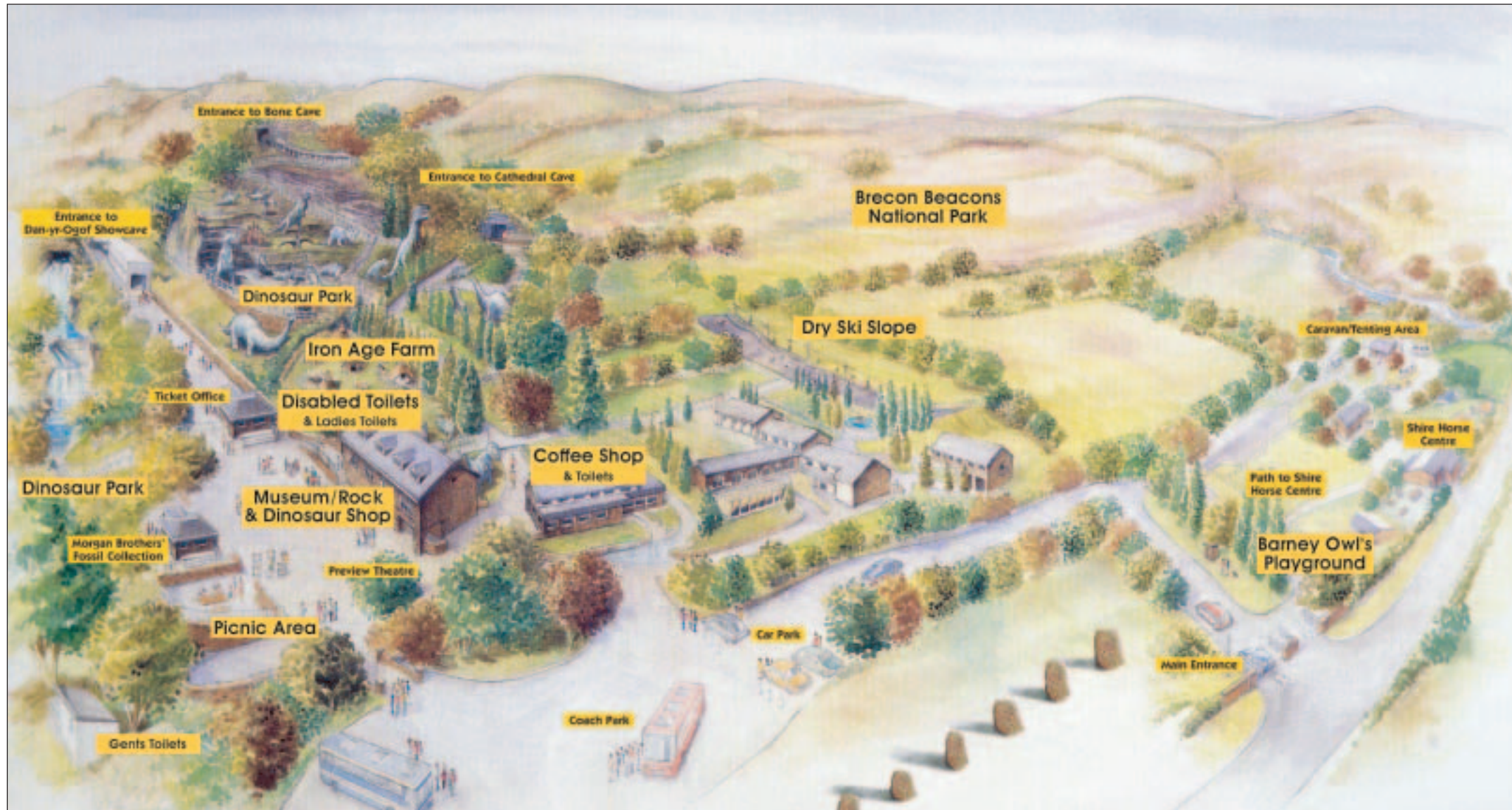


Figure 2  
(for use with Question 2)