

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

Leave blank
-------------

General Certificate of Secondary Education  
June 2005



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

Tuesday 14 June 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: 22 marks**

Study **Figure 1** which is an advertisement for *Mood at the Gate* nightclub in Newcastle upon Tyne.

Reproduction denied for electronic publication. Please refer to printed version.

**Figure 1**

- (a) (i) A couple with a limited amount of money want to dance to the hits of the last 40 years. Suggest when they should go to *Mood at the Gate* and which floor would suit them.

When .....

Floor .....

(2 marks)

- (ii) Suggest why entry is free before 10.30 pm.

.....

.....

.....

.....

(2 marks)

- (b) A nightclub is a facility belonging to the arts and entertainment component of the leisure industry.

- (i) Complete the table below by identifying **one** leisure facility for each of the components shown.

One example has been done for you.

Component	Facility
Arts and entertainment	Nightclub
Sport and physical recreation	
Visitor attractions	
Children's play activities	

(3 marks)

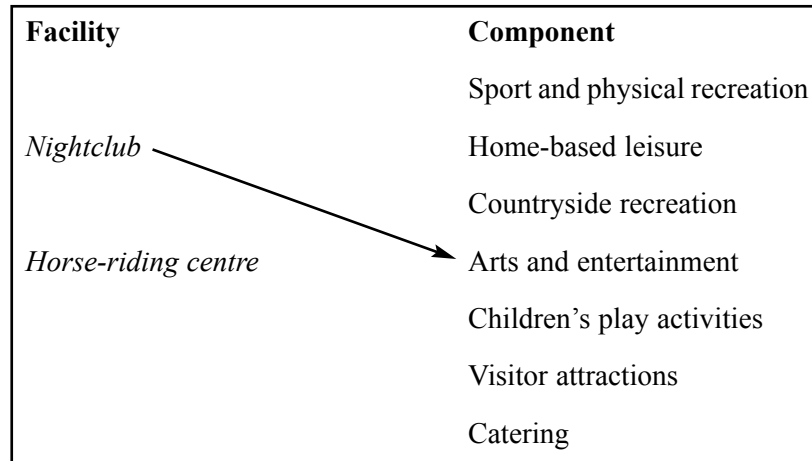
**QUESTION 1 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

- (ii) Leisure facilities can belong to more than one component.

Complete the diagram below by drawing **three** arrows so that **each** facility shown is linked with **two** components to which it can belong.

One arrow linking *nightclub* with *arts and entertainment* has been drawn for you as an example.



(3 marks)

- (iii) Explain your choice of components for a horse-riding centre.

.....

.....

.....

.....

(2 marks)

(c) Name an area where you have investigated the leisure industry. ....

(i) Describe what the leisure industry provides in the area, for **two** components.

Component 1 .....

Provision in area .....

.....

.....

Component 2 .....

Provision in area .....

.....

.....

(4 marks)

(ii) For the **two** leisure industry components named in 1(c)(i), describe how the leisure provision meets the needs of different people in the area.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

2

**Total for this question: 13 marks**

Study **Figure 2** which is a chart giving information about some principal football stadia.

Stadium	Football club	Seating
Old Trafford	Manchester United	68 409
St James' Park	Newcastle United	53 094
Stadium of Light	Sunderland	48 353
City of Manchester Stadium	Manchester City	48 000
Anfield	Liverpool	45 522
Villa Park	Aston Villa	42 573
Stamford Bridge	Chelsea	42 449

**Figure 2**

- (a) (i) Which football club in **Figure 2** has the ground with the biggest seating capacity?

.....  
(1 mark)

- (ii) Which stadium listed in **Figure 2** is in London?

.....  
(1 mark)

- (b) Principal Premiership stadia are national sports venues.

Some other national sports venues are given below.

Murrayfield

Milton Keynes

Wimbledon

Lord's

Windsor Park

Complete the table below by matching a venue from the list to the sport with which it is most closely linked.

Hockey has been done for you as an example.

Sport	Venue
Hockey	Milton Keynes
Rugby	
Tennis	
Soccer	

(3 marks)

(c) National leisure facilities provide a range of products and services.

(i) Choose **one** of the following national recreation centres:

Bisham Abbey

Crystal Palace

Glenmore Lodge

Holme Pierrepont

Lilleshall

Plas y Brenin.

Describe **two** methods you could use to research the range of products and services it provides.

Name of centre .....

Method 1 .....

.....

.....

.....

Method 2 .....

.....

.....

.....

*(4 marks)*

**QUESTION 2 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(ii) Name a national recreation centre that you have studied. ....

Describe its location and purpose.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)



3

**Total for this question: 8 marks**

Study **Figure 3** on the insert which shows a leaflet advertising the Blue Planet Aquarium.

(a) (i) How might the family in **Figure 3** benefit from a Blue Planet Aquarium Annual Pass?

.....

.....

.....

.....

*(2 marks)*

(ii) Suggest **two** reasons why the Blue Planet Aquarium management may have chosen to launch such a scheme.

1 .....

.....

2 .....

.....

*(2 marks)*

(b) Blue Planet Aquarium is near Cheshire Oaks Designer Outlet on the edge of Merseyside. Cheshire Oaks Designer Outlet includes many shops selling goods such as designer clothes, as well as cafés and restaurants. A Merseyside family has visitors from elsewhere in the UK. They take them to the Blue Planet Aquarium for the morning and then to Cheshire Oaks for lunch and afternoon shopping.

Outline **two** ways in which their day involves links between leisure and travel and tourism.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

*(4 marks)*

8
---

**Turn over** ▶

4

**Total for this question: 19 marks**

Study **Figure 4** which is a map showing the locations of some seaside towns and major motorways in the UK.



**Figure 4**

- (a) (i) Complete the table below to match the seaside towns with the locations **1** to **4** shown on **Figure 4**.

Brighton has been done for you as an example.

Seaside Town	Location
Brighton	4
Tenby	
Scarborough	
Portrush	

(2 marks)

- (ii) Name the motorway on **Figure 4** which is in Northern Ireland.

.....  
(1 mark)

- (b) Name a seaside town that you have studied. ....

- (i) Describe **two** main attractions it offers tourists.

Attraction 1 .....

.....

.....

.....

Attraction 2 .....

.....

.....

.....

(4 marks)

- (ii) Describe **one** main transport route that tourists can take to reach it.

.....

.....

.....

.....

(2 marks)

Turn over ►

(c) (i) Name any **one** tourism destination that you have studied. ....

Describe the economic impacts of tourism on the destination.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

*(4 marks)*

- (ii) Tourism has an impact on all the places tourists visit. Destinations can be developed in a sustainable way.

Explain how **one** of the destinations that you have studied may be developed in a sustainable way.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

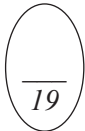
.....

.....

.....

.....

(6 marks)



**TURN OVER FOR THE NEXT QUESTION**

Turn over ►

5

**Total for this question: 13 marks**

Park ranger is a job in the leisure industry. Study **Figure 5** which shows a park ranger in the Peak District National Park.



**Figure 5**

(a) In **Figure 5** the park ranger is responding to a hang-glider crash.

(i) Suggest why he is using a radio.

.....  
 .....

*(1 mark)*

(ii) Park rangers in National Parks may need to advise the public about physical recreation activities.

Suggest **two** types of physical recreation activity, **other than** hang-gliding, which are likely to take place in a National Park.

Activity 1 .....

.....

Activity 2 .....

.....

*(2 marks)*

(b) Name a job that you have studied, **other than** park ranger, in the leisure and tourism industries.

.....

(i) Describe the type of work carried out by the job-holder.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

(4 marks)

(ii) Name any **two** skills or qualities that are needed to do the job and explain why they are needed.

Skill or quality 1 .....

Explanation .....

.....  
.....  
.....  
.....  
.....  
.....

Skill or quality 2 .....

Explanation .....

.....  
.....  
.....  
.....  
.....  
.....

(6 marks)

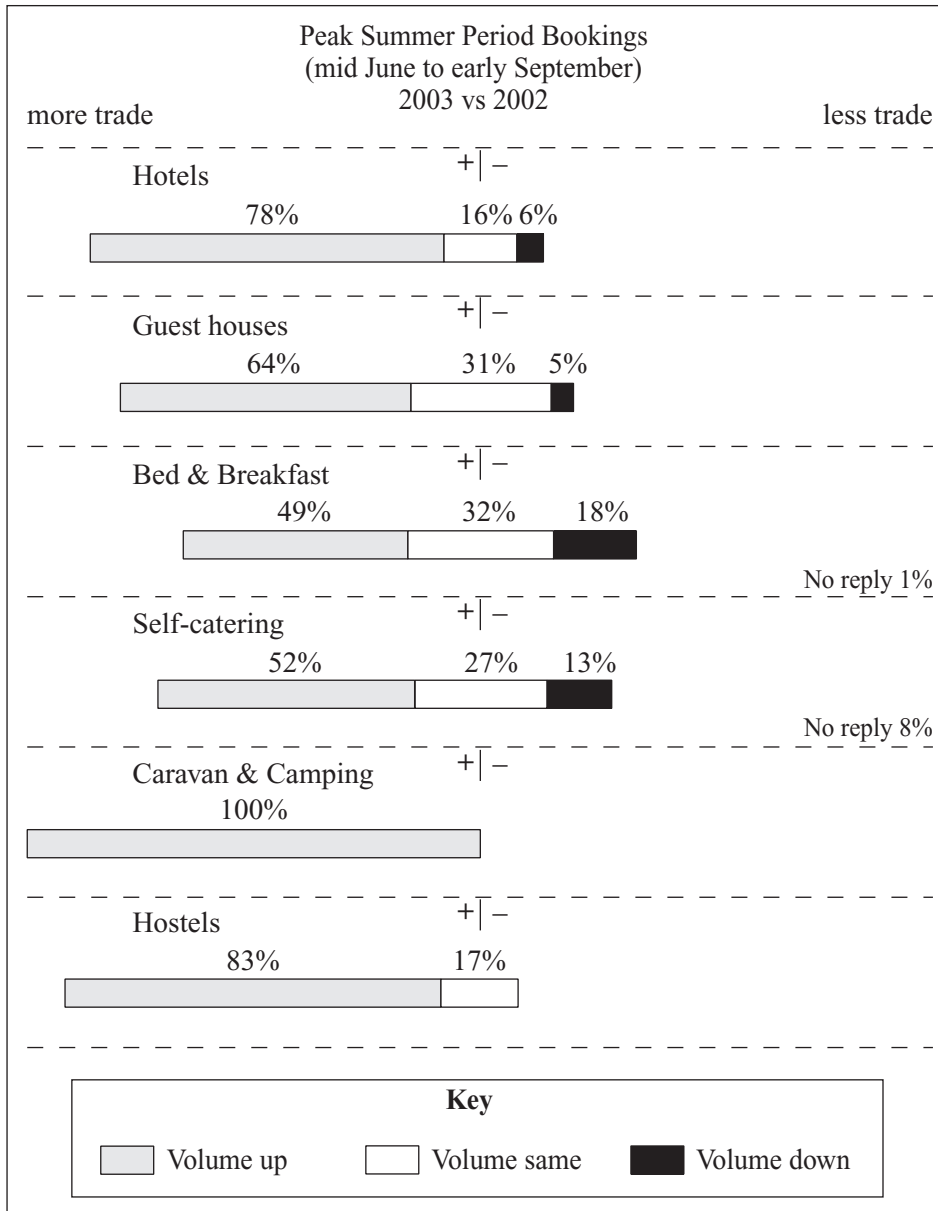
Turn over ►

6

**Total for this question: 15 marks**

Accommodation providers in Northern Ireland were asked questions about the number of bookings they had in the summer of 2003 compared with the previous year.

Study **Figure 6** which is a chart showing the percentage of accommodation providers reporting more trade, less trade or unchanged trade in 2003 compared with 2002.



**Figure 6**

As an example, from the chart it can be seen that 78% of hotels reported increased bookings while 16% said bookings were the same as they had been in 2002. Only 6% reported a fall.





Study **Figure 7** which is an extract from a newspaper article.

Reproduction denied for electronic publication. Please refer to printed version.

**Figure 7**

- (b) You have been asked to suggest your 'Top Three' attractions to entertain a pair of 15-year-old friends during the school summer holidays.

For any **one** part of the UK you have studied, identify your 'Top Three' attractions.

Part of the UK .....

Attraction 1 .....

Attraction 2 .....

Attraction 3 .....



**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-owners have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements in future if notified.

Question 2 Figure 2      [www.fussballtempel.net](http://www.fussballtempel.net)  
Question 5 Figure 5      © David Bocking  
Question 6 Figure 7      © The Observer, Tom Templeton & Tania Valdemoro

Copyright © 2005 AQA and its licensors. All rights reserved.

General Certificate of Secondary Education  
June 2005



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

**3840/1**

**Insert**

**Turn over ►**

Reproduction denied for electronic publication. Please refer to printed version.

**Figure 3**  
**(for use with Question 3)**