

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

Leave blank

General Certificate of Secondary Education
January 2006



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

3840/1

Thursday 12 January 2006 9.00 am to 10.30 am

<p>For this paper you must have:</p> <ul style="list-style-type: none"> 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.
- Answer the questions in the spaces provided.
- 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.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in all answers.

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

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

Total for this question: 9 marks

- 1 Study **Figure 1**, which describes some jobs in the leisure industry.

Figure 1

Description	Job Name
A job often held by a person with formal catering training and qualifications.	
A job that suits a person who likes to be outdoors a lot and who may work in a countryside recreation setting.	
Working in a facility such as a health club, this person may run classes and design personal exercise programmes for members.	

- (a) Complete **Figure 1** with the job name that most closely matches each description. Choose the job names from the list below:

leisure assistant fitness instructor lifeguard
ground staff park ranger restaurant manager

(3 marks)

- (b) (i) Choose **one** job in the **travel and tourism** industry. Outline **two** duties carried out in this job.

Job

Duty 1.....

.....

Duty 2.....

.....

(2 marks)

- (ii) Choose **one** of the duties you described in (b)(i) and explain the skills/personal qualities needed to perform this duty well.

Chosen duty.....

Explanation

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

9

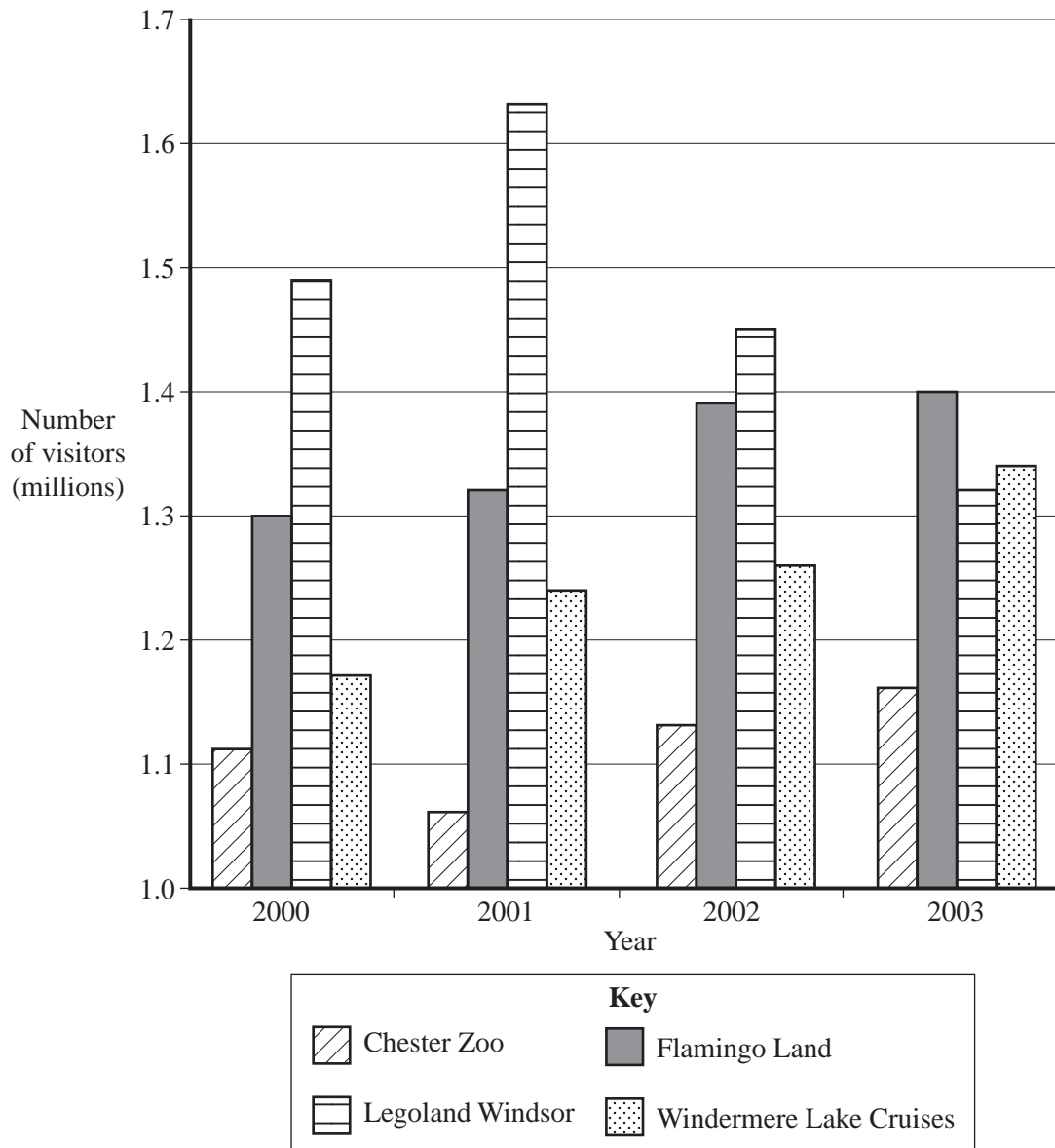
Turn over for the next question

Turn over ►

Total for this question: 13 marks

- 2 Study **Figure 2**, a graph that shows information about numbers of visitors to four attractions in the UK since 2000.

Figure 2



- (a) (i) Name **two** attractions shown in **Figure 2** whose visitor numbers increased each year between 2000 and 2003.

Attraction 1

Attraction 2

(2 marks)

- (ii) Describe how the number of visitors to Chester Zoo changed between 2000 and 2003.

.....

.....

.....

.....

(2 marks)

- (iii) Suggest **how** you could find out why numbers of visitors to attractions such as those shown in **Figure 2** change from year to year.

.....

.....

.....

.....

.....

.....

(3 marks)

Question 2 continues on the next page

Turn over ►

(b) You have studied major UK theme parks. Choose **one** of the theme parks listed below and describe its location and key attractions.

Alton Towers

Camelot

Chessington
World of Adventures

Legoland

Thorpe Park

Theme park.....

Location

.....

Key attractions.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

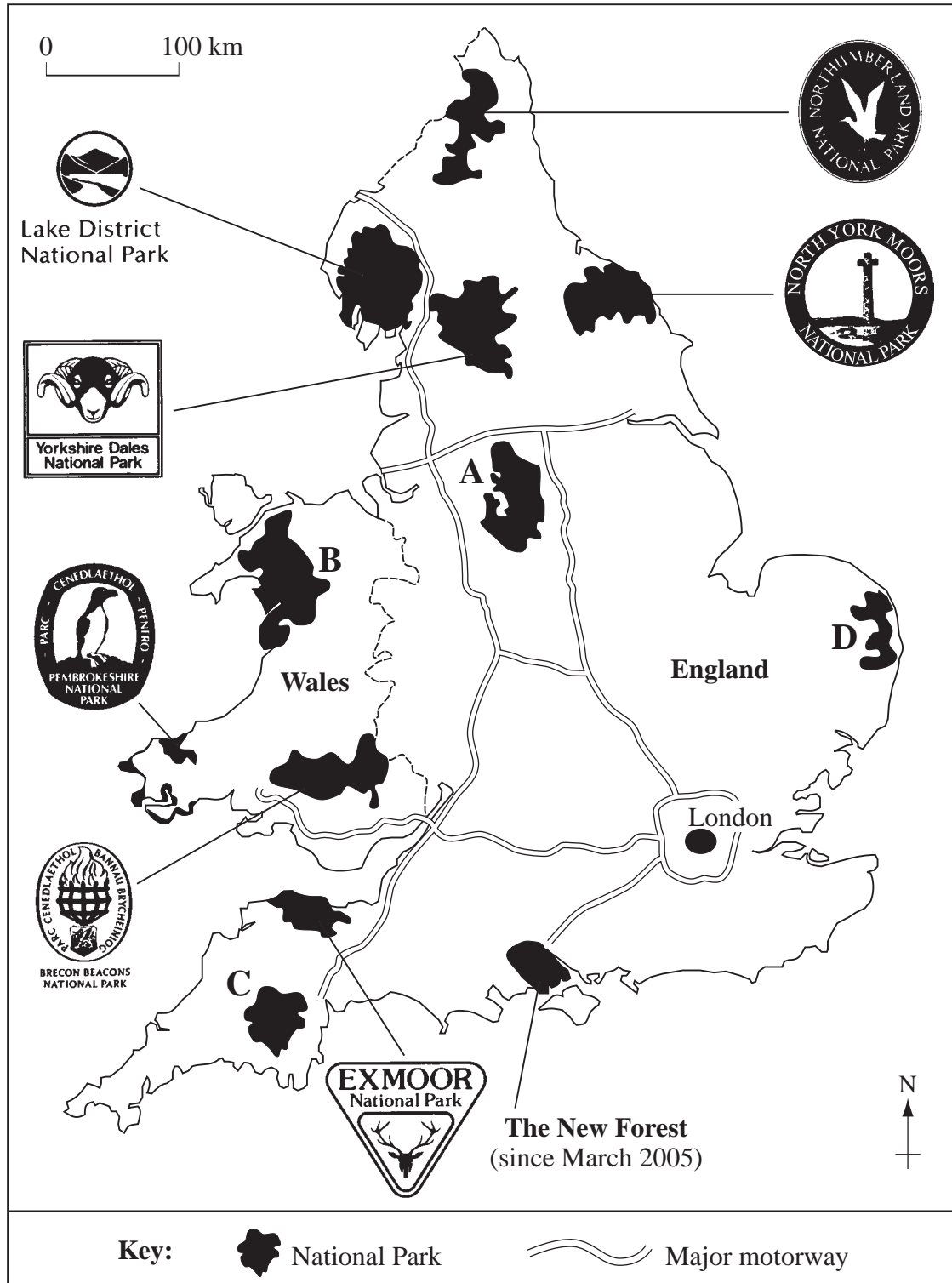
Turn over for the next question

Turn over ►

Total for this question: 19 marks

- 3 Study **Figure 3**, which is a map showing the location of National Parks in England and Wales and the location of some major motorways.

Figure 3



(a) (i) On the map, label these **two** motorways:

M4

M62

(2 marks)

(ii) Use **Figure 3** to complete the table below.

Letter	National Park
D	
	Snowdonia
	Peak District

(3 marks)

(iii) Choose **one** UK National Park that you have studied.

Describe its major features.

National Park.....

Description

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

Question 3 continues on the next page

Turn over ►

(b) You have studied the impacts of tourism on tourist destinations.

For any **one** tourist destination you have studied, describe the environmental impacts of tourism on the destination.

Tourist destination

Environmental impacts

.....

.....

.....

.....

.....

.....

.....

(4 marks)

(c) Suggest **three** ways in which negative impacts of tourism may be reduced.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

(6 marks)

19

Turn over for the next question


Turn over ►

Total for this question: 12 marks

4 Study **Figure 4**, which gives information about the Camden Family Leisure Card.

Figure 4

Camden Family Leisure Card

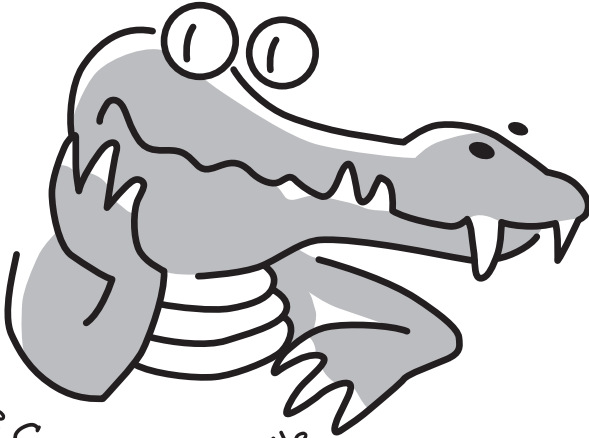


Join Charlie the Camden Crocodile for fun and savings!

- Free swim and soft play sessions
- Free gift for children
- Membership card
- Vouchers and newsletters

As well as discounts on

- Sports sessions
- Children's party prices
- Soft play
- Holiday sports schemes



Charlie the Camden Crocodile

- (a) Leisure centres such as those in Camden try to attract families with children. Explain ways in which they do this.

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

- (b) (i) Describe the range of leisure products and services provided for adults by a local leisure centre you have studied.

Leisure centre

Description

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

Question 4 continues on the next page

Turn over ►

(ii) You have also studied nationally important recreation centres. Choose **one** of the centres listed below and compare it with your local leisure centre.

Bisham Abbey

Crystal Palace

Glenmore Lodge

Holme Pierrepont

Lilleshall

Plas y Brenin

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

12

Total for this question: 16 marks

5 Study **Figure 5** on the insert*, which shows a postcard written by a tourist to her daughter.

- (a) (i) Some of the places mentioned by Steph’s mum in her postcard are listed in **Figure 6** below.

Draw **three** arrows to link the places shown with the key component to which it belongs. An example has been drawn for you.

Figure 6

Place	Key Component
The London Eye	Tour operators
The Imperial Hotel	Accommodation and catering
Madame Tussauds	Transportation
Heathrow Airport	Tourist information and guiding services
	Attractions

(3 marks)

- (ii) Steph’s mum is enjoying her in-bound holiday in London.

What is meant by an in-bound holiday?

.....

.....

.....

.....

(2 marks)

***Figure 5 on the colour insert has been removed from the paper for copyright purposes. The removal of the figure does not affect the ability of the candidate to answer the questions.**

Question 5 continues on the next page

Turn over ►

(iii) Steph’s mum is returning home via London Heathrow Airport.

Name **two** other London airports.

Airport 1

Airport 2

(2 marks)

(b) (i) You have studied tourist towns and cities in the UK, **other than** London. Choose **one** from the list below and describe its location and what it offers visitors.

- | | | | |
|-----------|-----------|---------------------|--------|
| Bath | Cambridge | Chester | Durham |
| Edinburgh | Oxford | Stratford upon Avon | York |

Tourist town or city

Location

.....

What it offers

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

- (ii) Give clear directions to a tourist staying in London who wants to travel to your chosen town or city by road.

.....

.....

.....

.....

.....

.....

(3 marks)

16

Turn over for the next question

Turn over ►

