

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

Leave blank

General Certificate of Secondary Education
June 2006

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

3840/1



Tuesday 13 June 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: 11 marks

- 1 (a) Study **Figure 1**, a table which shows the percentage of trips made by UK domestic tourists using different methods of travel in 2003.

Figure 1

Method of travel	% of trips	Change since 2000
Air	5	+1
Rail	12	-1
Sea	1	0
Road	82	0

- (i) What is meant by a domestic holiday?

.....

.....

.....

.....

(2 marks)

- (ii) Which method of travel has shown an increase since 2000?

.....

(1 mark)

- (iii) Travelling by car is one method of travel by road used by tourists in the UK.

Name **two** other ways of travelling by road.

Method 1

Method 2

(2 marks)

(b) A family of four intends to travel to the seaside from London either by car or by train.

Choose a UK seaside town/city that you have studied and recommend, giving your reasons, which method of travel they should choose.

Seaside town/city

Recommended method of travel

Reasons

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

11

Turn over for the next question

Turn over ▶

Total for this question: 12 marks

2 Study **Figure 2** on the insert, which shows the front of a flyer about the Black Country Living Museum.

- (a) (i) Choose **two** of the products and services provided by the Black Country Living Museum and explain how they might meet the needs of a retired grandparent and his/her 9-year-old grandchild, who are spending a day at the museum.

1

.....

.....

.....

2

.....

.....

.....

(4 marks)

- (ii) The Black Country Living Museum is described as ‘a living museum’. Suggest what is meant by this.

.....

.....

.....

.....

(2 marks)

(b) Choose **one** historic site in the UK from the list below:

Beaulieu

Buckingham Palace

Chatsworth

Hadrian's Wall

Hampton Court Palace

Stonehenge

Tower of London.

Describe its location and appeal as a visitor attraction.

Historic site

Location

.....

Appeal

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

Total for this question: 18 marks

- 3** Study **Figure 3**, a plan of Faversham town centre, which shows the location of some leisure and tourism facilities.

Figure 3

This image has been removed due to third-party copyright constraints.

(a) (i) Complete the key on **Figure 3** by naming the key components shown by Δ and \star . Choose your answers from the list below:

arts and entertainment

countryside recreation

home-based leisure

children's play activities

visitor attractions

catering.

(2 marks)

(ii) A Faversham resident in her early 20s decides to take a friend on a fun night out in the town centre.

Outline a short programme for their night out, including two facilities shown in **Figure 3**.

.....

.....

.....

.....

(2 marks)

Question 3 continues on the next page

Turn over ►

- (b) (i) For an area that you have investigated, describe the range of leisure facilities that belong to **either** the home-based leisure **or** the countryside recreation key component.

Name of area

Key component

Description

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

(4 marks)

- (ii) Explain how the provision of leisure facilities in your chosen area has changed in the last 20 years.

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

(6 marks)

- (c) As a member of staff in a Tourist Information Office, you have been asked to find out whether local hotels would be suitable to accommodate coach parties of tourists.

Describe how you would research the necessary information.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

18

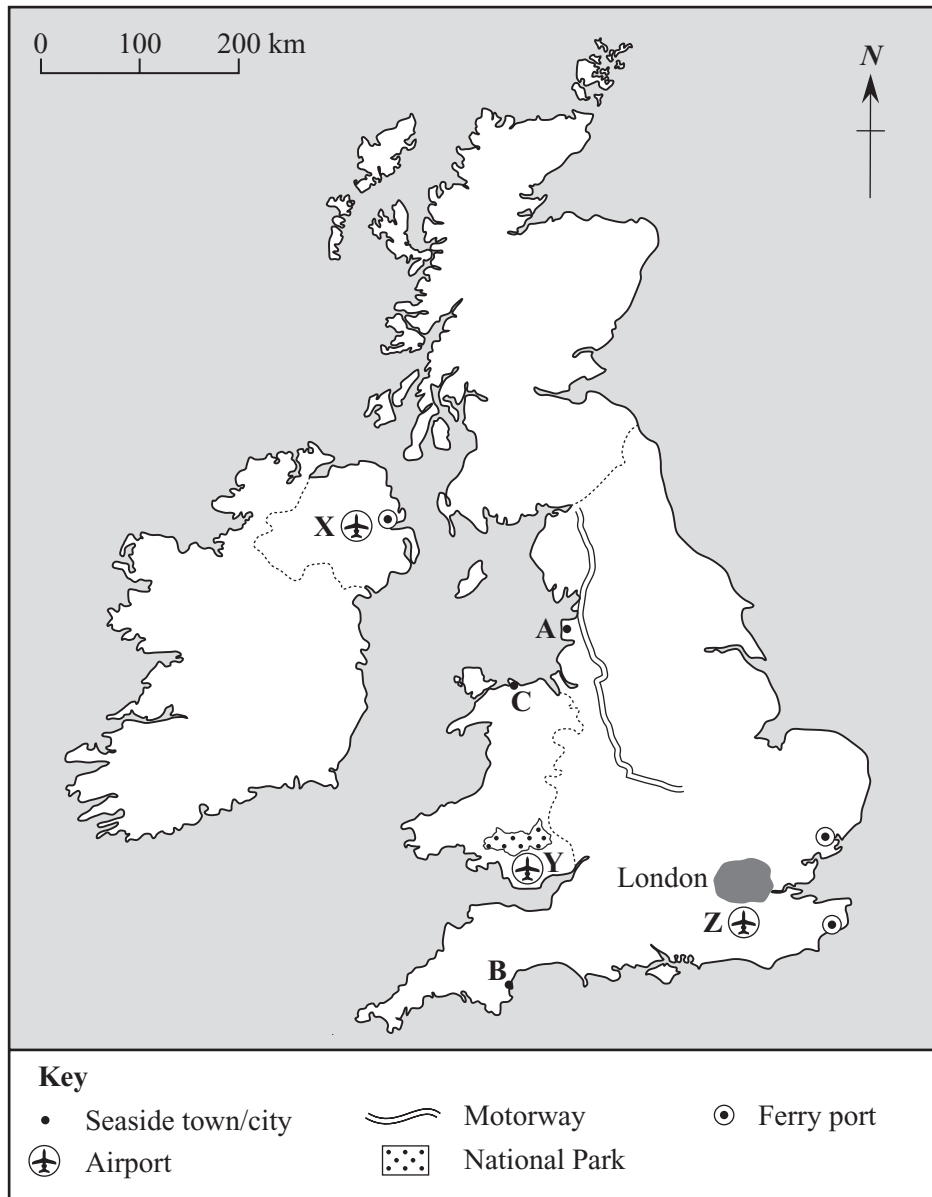
Turn over for the next question

Turn over ►

Total for this question: 22 marks

4 Study **Figure 4**, a map which shows some important features for tourism in the UK.

Figure 4



- (a) (i) Using **Figure 4**, complete the table below.

International airport	Name
X	Belfast International
Y	
Z	

(2 marks)

- (ii) Write the letters **B** and **C** opposite the correct seaside town/city in the table below.

Location **A** (Blackpool) has been done for you.

Location	Seaside town/city
A	Blackpool
	Bournemouth
	Brighton
	Llandudno
	Portrush
	Scarborough
	Tenby
	Torquay

(2 marks)

- (iii) **On Figure 4**, mark with the letter **L** the ferry port of Larne and with the letter **H** the ferry port of Harwich.

(2 marks)

- (iv) Name the National Park shown in **Figure 4**.

.....
(1 mark)

- (v) Name the motorway shown in **Figure 4**.

.....
(1 mark)

Turn over ►

(b) Study **Figure 5** on the insert, an aerial photograph of the All England Lawn Tennis Club, Wimbledon.

(i) Suggest **two** pieces of evidence from the photograph that suggest that the All England Club is a major sporting venue.

1

.....

2

.....

(2 marks)

(ii) Describe where the Wimbledon tennis venue is located.

.....

.....

.....

.....

(2 marks)

(iii) Venues such as Wimbledon can be tourism destinations as well as sporting venues.

Name **two** other major sporting venues which act as major tourism destinations and give **one** sport with which each is most associated.

Venue 1

Sport

Venue 2

Sport

(4 marks)

(c) You have studied some popular tourism destinations in the UK, including countryside areas.

Choose **one** countryside area and describe its location and what it offers tourists.

Countryside area

Location

.....

What it offers

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

22

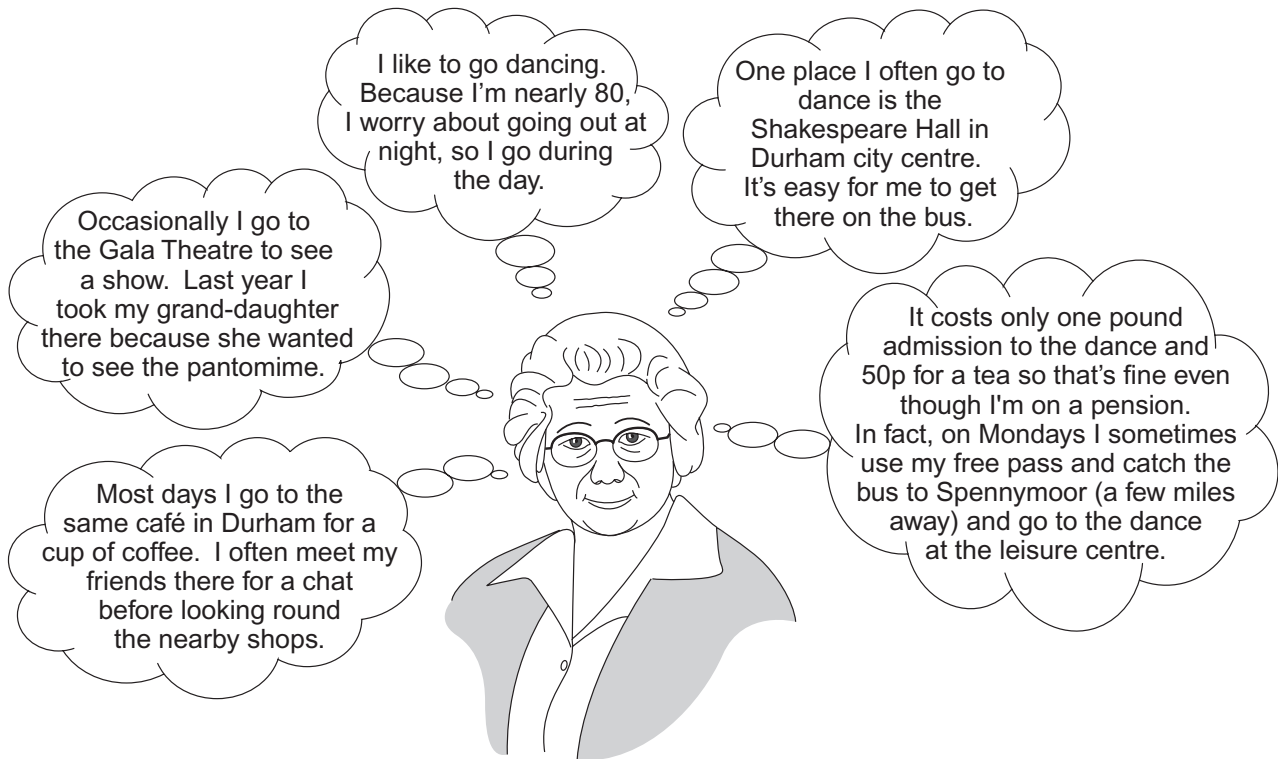
Turn over for the next question

Turn over ►

Total for this question: 6 marks

5 Study **Figure 6**, which gives information about an elderly woman's leisure activities.

Figure 6



Many factors affect how people use their leisure time. These include:

the availability of local facilities

the availability of transport

their interests

the influence of family and friends

how much money they have to spend on leisure.

Explain how **three** of these factors have influenced the leisure time choices made by the woman in **Figure 6**.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

(6 marks)

6

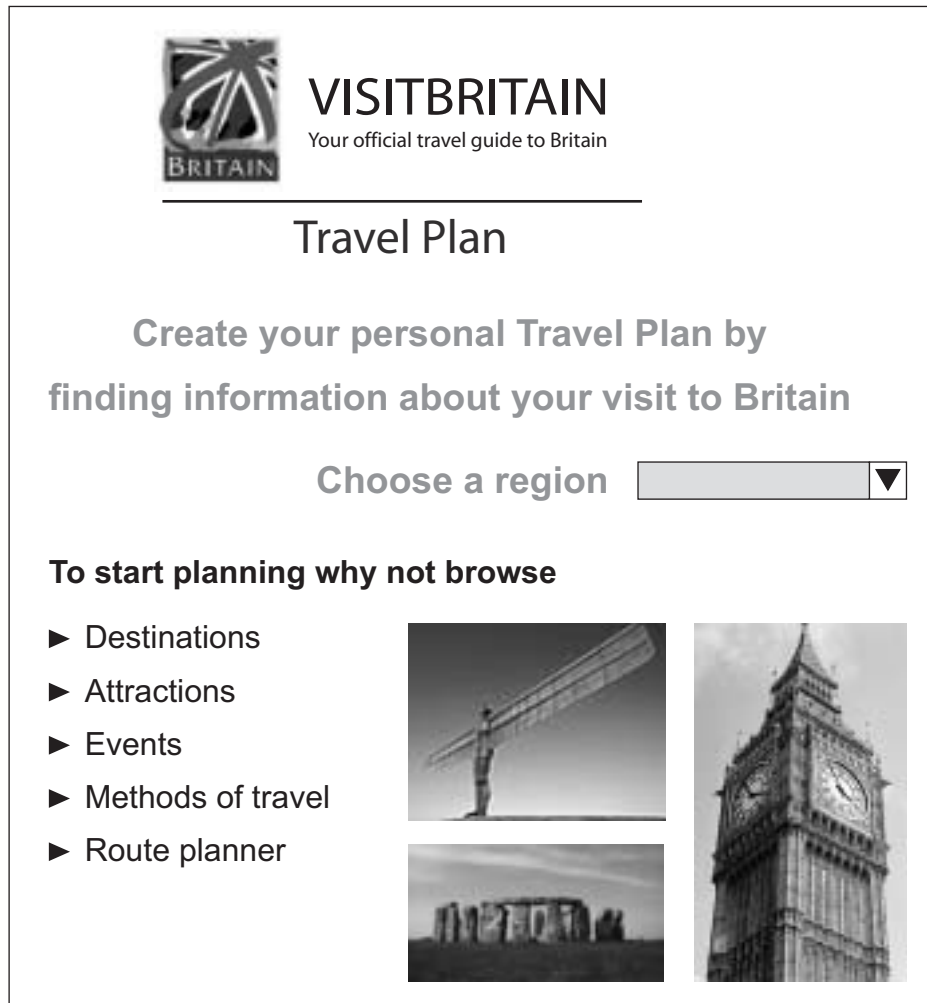
Turn over for the next question

Turn over ▶


Total for this question: 21 marks

6 Study **Figure 7**, which is adapted from the Visit Britain website.

Figure 7



The screenshot shows the Visit Britain website interface. At the top left is the Visit Britain logo, which consists of a stylized map of Britain with the word 'BRITAIN' underneath. To the right of the logo, the text reads 'VISITBRITAIN' in a large, bold, sans-serif font, followed by 'Your official travel guide to Britain' in a smaller font. Below this is a horizontal line, and then the heading 'Travel Plan' in a large, bold, sans-serif font. Underneath the heading is the text 'Create your personal Travel Plan by finding information about your visit to Britain' in a bold, sans-serif font. Below this text is a dropdown menu labeled 'Choose a region' with a grey rectangular box and a downward-pointing triangle on the right. To the left of the dropdown menu is the text 'To start planning why not browse'. Below this text is a list of five items, each preceded by a right-pointing triangle: 'Destinations', 'Attractions', 'Events', 'Methods of travel', and 'Route planner'. To the right of the list are three small images: a windmill, Stonehenge, and Big Ben.

 **VISITBRITAIN**
Your official travel guide to Britain




Travel Plan

Create your personal Travel Plan by
finding information about your visit to Britain

Choose a region ▼

To start planning why not browse

- ▶ Destinations
- ▶ Attractions
- ▶ Events
- ▶ Methods of travel
- ▶ Route planner



- (a) (i) Suggest an outline travel plan for a 3-day visit to your local region by a couple in their 30s.

Your answer should refer to suitable methods of travelling around the region during the visit, as well as to tourism destinations and visitor attractions.

Name of your local region

Day 1
Day 2
Day 3

(6 marks)

Question 6 continues on the next page

Turn over ►

(ii) Explain the choices in your plan.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

- (b) The leisure and tourism industries consist of a wide variety of organisations and offer many employment opportunities.

Choose one job from **either** the travel and tourism industry **or** the leisure industry and discuss how well that job matches your interests, skills, personal qualities and future ambitions.

Job

Discussion

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)

21

END OF QUESTIONS

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-holders have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements in future papers if notified.

Question 1 Figure 1: www.star.uk and ONS/IPS
Question 2 Figure 2: Black Country Living Museum, Dudley, West Midlands
Question 3 Figure 3: © Crown Copyright. All rights reserved. Licence number 100041328
Question 4b Figure 5: © Wimbledon Lawn Tennis Museum
Question 6 Figure 7: www.visitbritain.com

Copyright © 2006 AQA and its licensors. All rights reserved.

Insert

For use with Question 2

Figure 2

• Meet the characters in the original Shops and Houses •

THE BLACK COUNTRY LIVING MUSEUM

More than you ever imagined!

• Canal-side Village • Classic Film Comedy • Sweetmaking • 1930's Fried Fish Shop • Gift Shop • Refreshments

Castle Hill, Dudley.

3 miles from Jct 2 of M5, 6 miles from Jct 10 of M6.

Find out more at:
www.bclm.co.uk

• Underground Coal Mine Tours • Tram & Fairground •

Bottle and Glass Inn • Exhibition Halls • Traditional Schoolroom • Metal Working Demonstrations • Glass-cutting

For use with Question 4(b)

Figure 5

This image has been removed due to third-party copyright constraints.