

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education  
January 2007

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

**3840/1**



Friday 12 January 2007 9.00 am to 10.30 am

<p><b>For this paper you must have:</b></p> <ul style="list-style-type: none"> <li>the insert (enclosed).</li> </ul>
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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.
- Answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work you do not want to be 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.

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Question	Mark	Question	Mark
1		5	
2		6	
3		7	
4			
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			

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

**Total for this question: 14 marks**

**1** Study **Figure 1** on the insert, which shows a plastic carrier bag used by the movie2nite leisure organisation, a video and DVD rental shop.

- (a) (i) Which of the following key components does **Figure 1** suggest movie2nite belongs to?

Draw a ring around the correct answer.

Catering

Children's play activities

Home-based leisure

(1 mark)

- (ii) Suggest **two** reasons why movie2nite's website address appears on the carrier bag.

1.....

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2.....

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(2 marks)

- (b) The list below names types of leisure facility.

Tick **two** boxes to identify types of facility which belong to the *visitor attractions* component.

Tick **two** boxes only.

cinemas

community centres

health clubs

historic buildings

libraries

theme parks

(2 marks)

- (c) (i) You have studied leisure facilities provided at a local level.

For an area you have studied, such as your local town, outline the provision of facilities found in any **one** key component of the leisure industry.

Area.....

Component.....

Provision .....

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*(3 marks)*

- (ii) Describe how the provision of leisure facilities in the area you chose in (c)(i) has changed in the last 20 years.

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*(4 marks)*

- (iii) Give **two** reasons why the provision of leisure facilities in the area has changed in the last 20 years.

1.....

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*(2 marks)*

**Total for this question: 14 marks**

- 2 Study **Figure 2** which gives information about access and seating in three theatres in Sheffield city centre.

**Figure 2**

	<b>Crucible and Studio Theatres (sharing one building)</b>	<b>Lyceum Theatre</b>
<b>Access for wheelchair users</b>	<ul style="list-style-type: none"> <li>• Through two entrances.</li> <li>• Not to the Long Bar.</li> </ul>	<ul style="list-style-type: none"> <li>• Through the main doors.</li> <li>• Not to the Grand Crush Bar.</li> </ul>
<b>Auditorium seating capacity</b>	<ul style="list-style-type: none"> <li>• Crucible 980 and 6 wheelchair users.</li> <li>• Studio up to 400 including 4 wheelchair users.</li> </ul>	<ul style="list-style-type: none"> <li>• 1068 and 6 wheelchair users (downstairs only).</li> </ul>

- (a) (i) A student investigating the accessibility of the theatres by wheelchair users came to the conclusion below:

“All three theatres have similar ease of access for wheelchair users”.

Suggest **two** pieces of evidence from **Figure 2** that support this conclusion.

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2.....

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*(2 marks)*

- (ii) Describe **two** methods you could use to research the accessibility of a theatre by wheelchair users.

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*(4 marks)*

(iii) Suggest **two** reasons why it is important for theatres to make provision for wheelchair users.

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*(2 marks)*

(b) (i) Outline how a visit to a theatre can be both leisure and tourism.

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*(2 marks)*

(ii) Explain how transport providers meet the needs of both the leisure market and tourists.

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*(4 marks)*

**Total for this question: 18 marks**

- 3** Study **Figure 3** which is a map of the UK showing some major motorways and tourism destinations, including a National Park.

**Figure 3**



- (a) (i) Complete the table below by naming tourism destinations **W** to **Z**.

Tourism destination	Name
Seaside town/city <b>W</b>	
Zoo <b>X</b>	
Tourist town/city <b>Y</b>	
National Park <b>Z</b>	

(4 marks)

- (ii) Name the motorway most likely to be used by a tourist travelling from:

seaside town/city **W** to zoo **X**.....

tourist town/city **Y** to National Park **Z** .....

(2 marks)

- (b) Tourism destinations include National Parks and Heritage Coasts.

What is meant by:

- (i) National Park?

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(2 marks)

- (ii) Heritage Coast?

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(2 marks)

**Question 3 continues on the next page**

**Turn over ►**

(c) Name a countryside area you have studied.

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(i) Describe **two** tourist attractions found there.

Attraction 1 .....

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Attraction 2 .....

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*(4 marks)*

(ii) A group of four inbound adult tourists is going to travel to the countryside area you named in (c)(i). The group plans to fly to an appropriate airport and will then complete the journey by road.

Suggest which airport and what form of road transport (bus, coach, car or taxi) they should use and justify your choice.

Airport .....

Road transport .....

Justification .....

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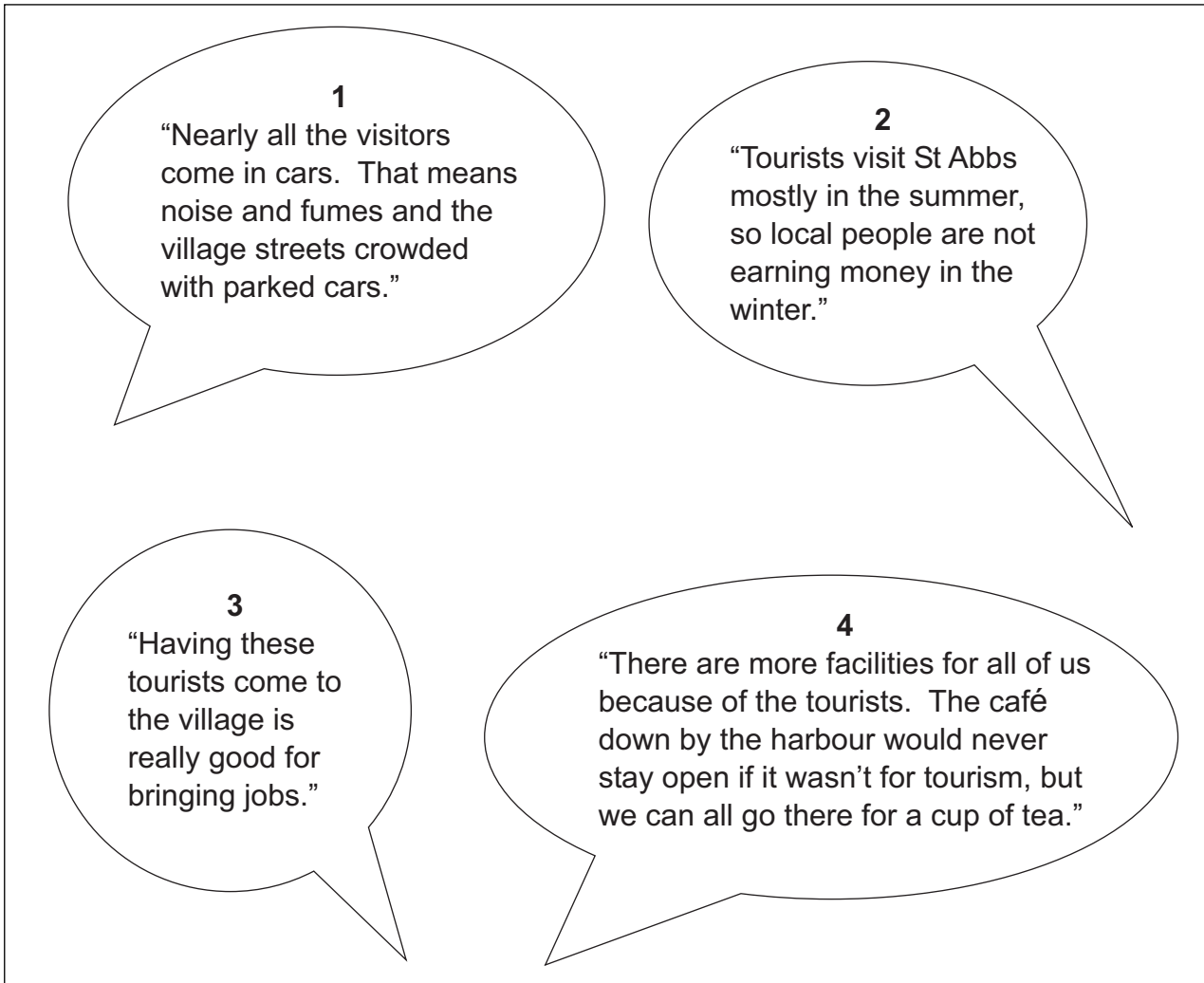
*(4 marks)*



**Total for this question: 12 marks**

- 4** Study **Figure 4** which shows different attitudes to tourism in the Scottish seaside village of St Abbs.

**Figure 4**



- (a) Complete the table below to match the types of tourism impact with the attitudes **1** to **4** shown in **Figure 4**.

The positive economic impact has been done for you as an example.

Type of tourism impact	Attitude
Positive economic	<b>3</b>
Negative economic	
Positive social	
Negative environmental	

(2 marks)

**Question 4 continues on the next page**

**Turn over ►**

- (b) (i) Suggest **one** way in which tourist destinations can reduce the number of cars on their streets.

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*(1 mark)*

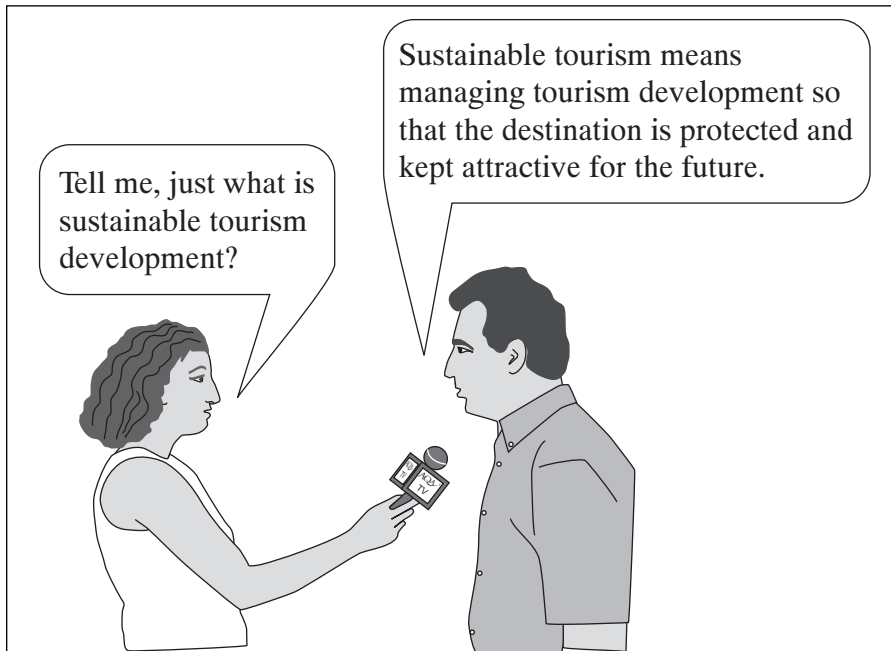
- (ii) How can tourism have a positive environmental impact on a destination?

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*(3 marks)*

(c) Study **Figure 5** which shows part of an interview from a tourism education video.

**Figure 5**



Name **one** tourism destination that you have studied.

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Explain how it may be developed in a sustainable way.

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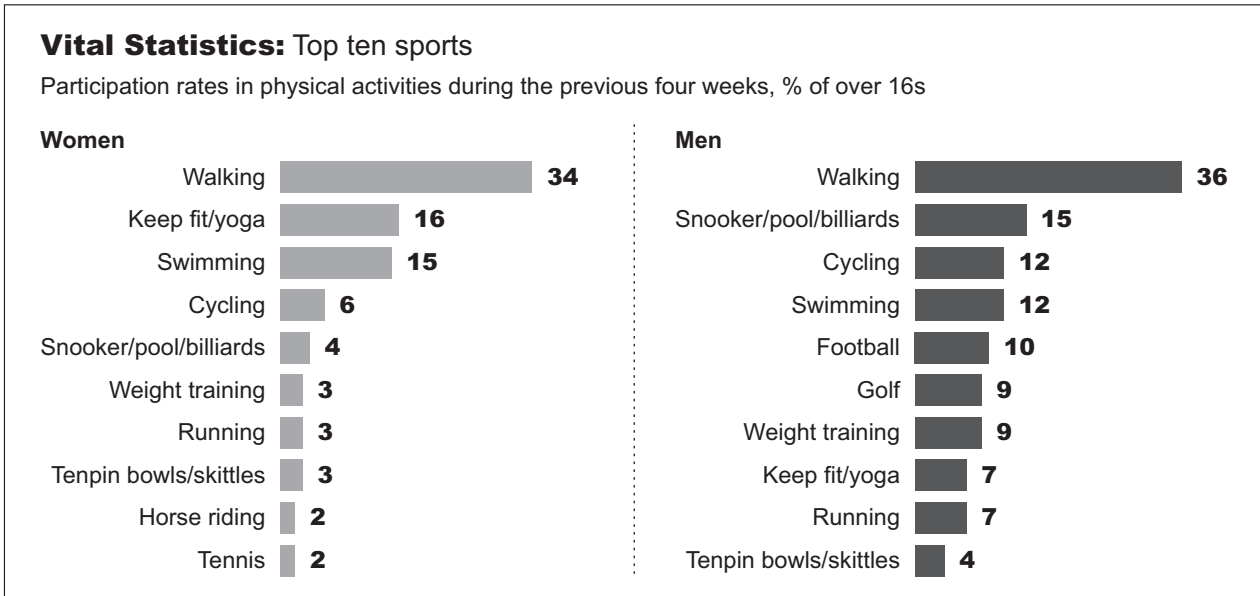
(6 marks)

Turn over ►

**Total for this question: 15 marks**

**5** Study **Figure 6** which gives information about physical recreation participation rates for women and men in the UK.

**Figure 6**



(a) Describe and comment on the information given in **Figure 6**.

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(6 marks)

(b) Some factors that affect what people choose to do in their leisure time are:

the availability of transport

the availability of local facilities

their interests

the influence of family and friends

fashion

how much money they have to spend on leisure

Explain the factors that affect your own choices about what you do in your leisure time.

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(9 marks)

<b>15</b>

**Turn over for the next question**

**Turn over ►**

**Total for this question: 6 marks**

**6** High street travel agents have faced increased competition in recent years as online travel services have grown.

(a) What is meant by ‘travel agent’?

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*(2 marks)*

(b) (i) Describe **one** example of an online travel service.

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*(2 marks)*

(ii) Outline why online travel services have grown in recent years.

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*(2 marks)*

6
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**Total for this question: 11 marks**

**7** Study **Figure 7**, on the insert, which gives information about Smallbrook Speedway Stadium near Ryde on the Isle of Wight.

A group consisting of an adult, her 15 year-old teenage son and his friend of the same age is on holiday in Portsmouth in July. The three have use of a car. They are considering making a mid-week trip to the Smallbrook Stadium, using one of the ferries.

(a) Suggest **two** ways in which they can find out more information about speedway at the Smallbrook Stadium.

1 .....

2 .....

*(2 marks)*

(b) What information tells them that they would be able to watch top quality speedway?

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*(1 mark)*

(c) Explain the factors that the group should take into account when planning the trip to the speedway.

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*(8 marks)*

<b>11</b>

**END OF QUESTIONS**

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Question 7: Figure 7: Visit Isle of Wight

Question 5: Figure 6: General Household Survey. Crown copyright material is produced with the permission of the Controller of HMSO and the Queen's Printer for Scotland.

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## Insert

For use with **Question 1**

**Figure 1**



**Turn over ►**

For use with **Question 7**

**Figure 7**

