

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Secondary Education
June 2007

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

3840/1



Wednesday 13 June 2007 1.30 pm to 3.00 pm

<p>For this paper you must have:</p> <ul style="list-style-type: none"> the insert (enclosed).
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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** the 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.

For Examiner's Use			
Question	Mark	Question	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: 18 marks

- 1 Study **Figure 1** which gives information about fishing at Hawkshead in the Lake District National Park.

Figure 1

**Fishing at Hawkshead
in the Lake District**



Beginner or expert we can cater for your needs. Our friendly and knowledgeable staff will offer a warm welcome and ensure your day on Esthwaite Water is enjoyable.

Rod hire and tuition available

- Fishing for beginners
- Feed the fish
- Catch your own
- BBQ stations and picnic tables
- Rowing boats
- Organic farm shop
- Discounts on quantity
- Look out for the Otter, Osprey, Kingfisher, Bittern, Oystercatcher, Grebe

**Zoned fishing for competition, improvers,
beginners, children**

**Self-catering?
Buy tea from our farm shop**

(a) (i) Outline **two** ways in which the needs of customers are met.

1

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2

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(2 marks)

(ii) Explain how a day's fishing at Hawkshead could also be attractive to those members of a family who are not interested in fishing.

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(2 marks)

(b) Fishing is a leisure activity that belongs to the countryside recreation key component of the leisure industry.

(i) Name **two** leisure activities, **other than** fishing, that belong to the countryside recreation key component.

1

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2

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(2 marks)

(ii) Suggest **one** way in which a day's fishing at Hawkshead could also be an example of tourism.

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(2 marks)

Question 1 continues on the next page

Turn over ►

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

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(i) Describe **two** methods that you used to carry out your investigation.

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(4 marks)

(ii) Explain how **one** facility in the area that you investigated can be classified as belonging to at least two key components.

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(2 marks)

(iii) Name **one** leisure facility in the area that you investigated that does **not** belong to the countryside recreation key component.

Facility

Explain how the facility meets the needs of **two** of the customer types listed below:

families with young children

retired people

teenagers

working-age adults

Customer type 1

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Customer type 2

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(4 marks)

18

Turn over for the next question

Turn over ▶

Total for this question: 21 marks

- 2 (a) Study **Figure 2** which is adapted from the jobs page on the website of the Thomas Cook travel company.

Figure 2

	Overseas Resort Representative
Overview	<p>As an Overseas Resort Representative you will be the public face of the company, always on hand to help.</p> <p>One minute you might be recommending a nice quiet spot to sunbathe, the next you could be dealing with a guest to solve their issue or complaint.</p>
Qualities	<p>The sheer variety and unpredictability of the job will call for some very special qualities.</p> <p>So, whilst you won't require specific qualifications or experience, you do need bags of personality, a knack for dealing with people and the ability to stay calm under pressure and still keep smiling.</p>

- (i) Outline how a resort representative is 'the public face of the company'.

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(2 marks)

- (ii) Suggest why it is important for a resort representative to have a 'knack for dealing with people'.

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(2 marks)

(b) Which **two** jobs in the list below are usually regarded as leisure industry jobs?

Draw a ring around each correct answer.

fashion designer

fitness instructor

restaurant manager

shop assistant

website designer

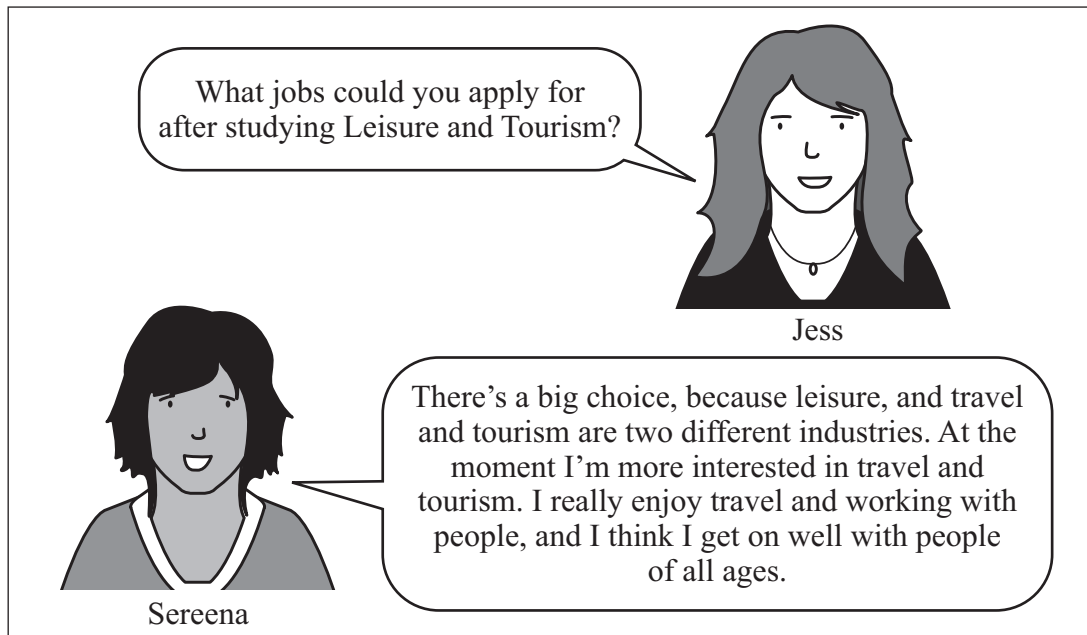
(2 marks)

Question 2 continues on the next page

Turn over ►

- (c) Study **Figure 3** which shows part of a conversation between Sereena, a school student, and her friend Jess.

Figure 3



- (i) Suggest **one** travel and tourism job to suit Sereena **other than** resort representative.

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(1 mark)

(ii) Describe **two** ways in which Sereena could collect information to help her decide whether your suggestion was right for her.

1

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2

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(4 marks)

Question 2 continues on the next page

Turn over ►

(d) Tourist information offices provide details of both leisure and tourism facilities and activities.

(i) Name a UK seaside town or city that you have studied.

.....
(1 mark)

(ii) Read the e-mail in **Figure 4** which was sent to the tourist information centre in your chosen seaside town or city.

Figure 4

Hello

I will be in your seaside town/city next month for 2 days.
I will have a free afternoon and evening to enjoy the town.
I need the following information:

- the name of a nearby major airport
- an outline of the route from the airport by road to your town/city
- details of three suggested ideas for leisure facilities and activities that I can enjoy in your town/city on my free afternoon and evening.

I am in my 30s and will be travelling alone.

Ms L Mehta

Complete the following e-mail reply.

From: Tourist Information Office
To: Ms Mehta
Subject: Visit to our town

Hello Ms Mehta. Thank you for your enquiry. Here is the information you requested.

Nearby major airport

Route from airport

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Idea 1

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Idea 2

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Idea 3

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(9 marks)

Turn over ▶

Total for this question: 9 marks

3 Study **Figure 5** which gives information about national recreation centres in England.

Figure 5

National Recreation Centre	Description
Holme Pierrepont	Near Marlow in Buckinghamshire. Includes a £1.2 million international hockey pitch and judo hall for the British National Judo Academy.
Bisham Abbey	Near Nottingham. This centre has: <ul style="list-style-type: none"> • a 2000 metre six-lane rowing course • a canoe slalom course • a water-ski course.
Crystal Palace	In Shropshire. It has British Olympic Association accreditation for its gymnastics and archery facilities.
Lilleshall	In South London. Facilities include an internationally famous athletic stadium with seats for 16 500 people.

(a) Draw **three** arrows to complete **Figure 5** by linking each of the national recreation centres shown to the correct description.

Holme Pierrepont's arrow has been drawn for you as an example.

(2 marks)

(b) (i) Name the National Mountain Centre which is located in North Wales.

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(1 mark)

(ii) Describe **two** of the products/services which the Centre provides.

1

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2

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(4 marks)

- (c) **Figure 6** is a view of the Millennium Stadium in Cardiff, a nationally important sports venue which is the principal ground used by the Welsh national rugby team.

Figure 6



Name **one** nationally important sports venue **other than** the Millennium Stadium.

Name of sports venue

Outline its location and purpose

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(2 marks)

9

Total for this question: 15 marks

4 Study the newspaper extract, **Figure 7**, on the insert.

- (a) (i) What is the expected increase in the number of Chinese tourists visiting the UK between 2004 and 2010?

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(1 mark)

- (ii) Explain why the number of Chinese tourists visiting the UK is increasing.

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(4 marks)

- (b) Study **Figure 8** which shows the amount of money spent by Chinese visitors to the UK between 1999 and 2004.

Figure 8



- (i) Suggest **two** positive economic impacts in the UK of increased spending by Chinese visitors.

1

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2

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(2 marks)

- (ii) Using examples, explain why increased spending by tourists from abroad leads to **one** of the impacts that you suggested in (b)(i).

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(3 marks)

Question 4 continues on the next page

Turn over ►

- (c) A business visitor to the UK, who is staying in London, plans a one-day trip to Manchester.

Explain the relative merits of travelling to Manchester by air, rail and road.

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(5 marks)

15

Total for this question: 9 marks

5 (a) (i) Suggest **two** reasons why Buckingham Palace attracts many tourists from overseas.

1

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2

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(2 marks)

(ii) Suggest **two** ways of finding out how many Chinese tourists visit the British Museum.

1

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2

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(2 marks)

(b) (i) Name **one** London art gallery and **one** London museum **other than** the British Museum.

Art gallery

Museum

(2 marks)

(ii) Explain which **one** of these you would recommend to tourists who do not have time to visit both.

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(3 marks)

9

Turn over ►

There are no questions printed on this page

Total for this question: 18 marks

6 Study **Figure 9** on the insert, a map of some tourist towns and cities in the UK.

(a) Complete the table below by naming tourist towns/cities **B** to **D**.

London (**A**) has been done for you as an example.

A	London
B	
C	
D	

(3 marks)

Question 6 continues on the next page

Turn over ►

- (b) (i) The two Chinese tourists being photographed in London in **Figure 7** have two days available to visit **one** of the other UK tourist towns/cities shown in **Figure 9**, before returning to London.

Describe a programme for the two-day excursion, including:

- return travel to the chosen town/city from London
- attractions and activities for each day.

City Name:	
Travel
Attractions and activities	Day 1 Day 2

(6 marks)

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Question 4 Figure 7: © Guardian Newspapers Limited 2005. Linda Nyland 2005.
Question 4 Figure 8: Travel Trends (National Statistics Office), chapter 2, figure 2.13.
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Insert

For use with Questions 4 and 6

Figure 7

This extract is adapted from an article about the first official group of Chinese tourists to visit Britain in 2005.

The image of Chinese tourists in London has been removed for reasons of copyright.
Please refer to the printed paper.

For use with Question 6

Figure 9

