

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Secondary Education
January 2008

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

3840/1



Friday 11 January 2008 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 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		7	
4			
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			

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

Total for this question: 20 marks

- 1 (a) (i) Draw **three** arrows on **Figure 1** to link the leisure activities shown with the three correct leisure industry key components.

One arrow has been drawn for you as an example.

Figure 1

Leisure Activities	Key Component
Playing computer games	Catering
Going to the cinema	Home-based leisure
Eating out	Arts and entertainment
Hill walking	Visitor attractions
	Countryside recreation

(3 marks)

- (ii) Name **one** leisure industry key component, **other than** those on **Figure 1**, and give **two** types of facility it includes.

Name of key component
(1 mark)

Types of facility:

1

2

(2 marks)

- (b) Study **Figure 2** which shows the average number of hours per week people spend playing computer games.

Figure 2



- (i) Compare the number of hours boys and girls aged 10–15 spend playing computer games.

.....

.....

.....

.....

(2 marks)

Question 1 continues on the next page

Turn over ►

(ii) Describe how, and suggest why, the number of hours a week girls and women spend playing computer games changes with age.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

(c) There have been many changes in leisure provision in the past 20 years.

For **one** area that you have studied, describe how and why leisure provision has changed.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

20

Turn over for the next question

Turn over ►

Total for this question: 13 marks

2 Study **Figure 3** on the colour insert about a new museum which is to have interactive displays.

(a) (i) What is meant by *interactive display*?

.....

.....

.....

.....

(2 marks)

(ii) Suggest **two** reasons why many museums make more use of interactive displays now than they did 20 years ago.

1

.....

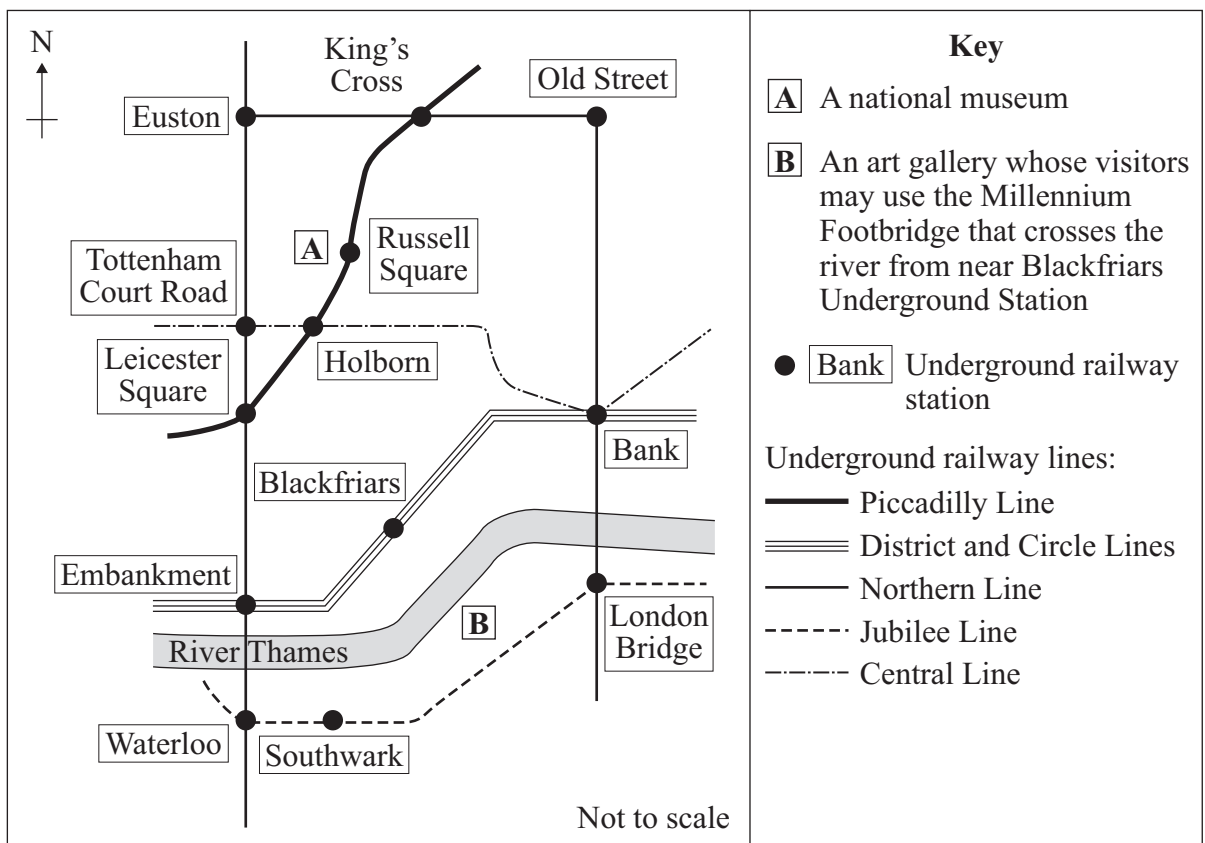
2

.....

(2 marks)

(b) Study **Figure 4** which shows a simplified section of the London Underground railway network.

Figure 4



- (i) Complete the table below.

Museum or gallery	Description	Name
A	A national museum famous for its collection from Ancient Egypt	
B	An art gallery on the south bank of the River Thames that specialises in recent works	

(2 marks)

- (ii) A tourist wishes to use the London Underground to travel from museum **A** to art gallery **B**.

Using **Figure 4**, recommend **one** route that you would advise the tourist to take.

.....

.....

.....

.....

.....

.....

(3 marks)

Question 2 continues on the next page

Turn over ►

- (c) For **one** museum or gallery that you have studied, **other than A or B** on **Figure 4**, describe its location and purpose.

Name of museum or gallery

Location and purpose

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

13

Total for this question: 17 marks

3 Study **Figure 5** on the colour insert. It is about the Metrodome Leisure Complex in Barnsley.

(a) (i) Explain **three** advantages that the Metrodome has for family customers with children.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

(6 marks)

(ii) Suggest **two** types of information, **other than** that shown on **Figure 5**, that Metrodome staff need to be prepared to give to potential customers who telephone for more details.

1

.....

2

.....

(2 marks)

Question 3 continues on the next page

Turn over ►

(b) Visitor attractions appeal to different types of customer. For **one** visitor attraction that you have studied, **other than** the Metrodome:

(i) Name the attraction and describe what it offers to families with children.

Name of attraction

What it offers to families with children

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

(4 marks)

(ii) Explain why your chosen attraction also appeals to **one** customer type **other than** families with children.

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

(3 marks)

(iii) Outline **one** disadvantage of your chosen attraction for any **one** customer type.

.....

.....

.....

.....

(2 marks)

17

Turn over for the next question

Turn over ►

Total for this question: 8 marks

- 4 A penfriend of your own age is coming to stay with you. Your friend is not from your region and her/his family wants her/him to visit a historic site of educational value.

Complete the e-mail to your friend shown in **Figure 6**. You need to include:

- the name of your suggested historic site and how you will get there
- why your friend's family will agree the visit is educational
- why else your friend should enjoy it.

Figure 6

Hi – This is my idea for our historic site visit.

Where we'll go and how we'll get there:

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

(3 marks)

Why your family will agree the visit is educational:

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

(2 marks)

Why else you should enjoy it:

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

(3 marks)

8

Turn over for the next question

Turn over ►

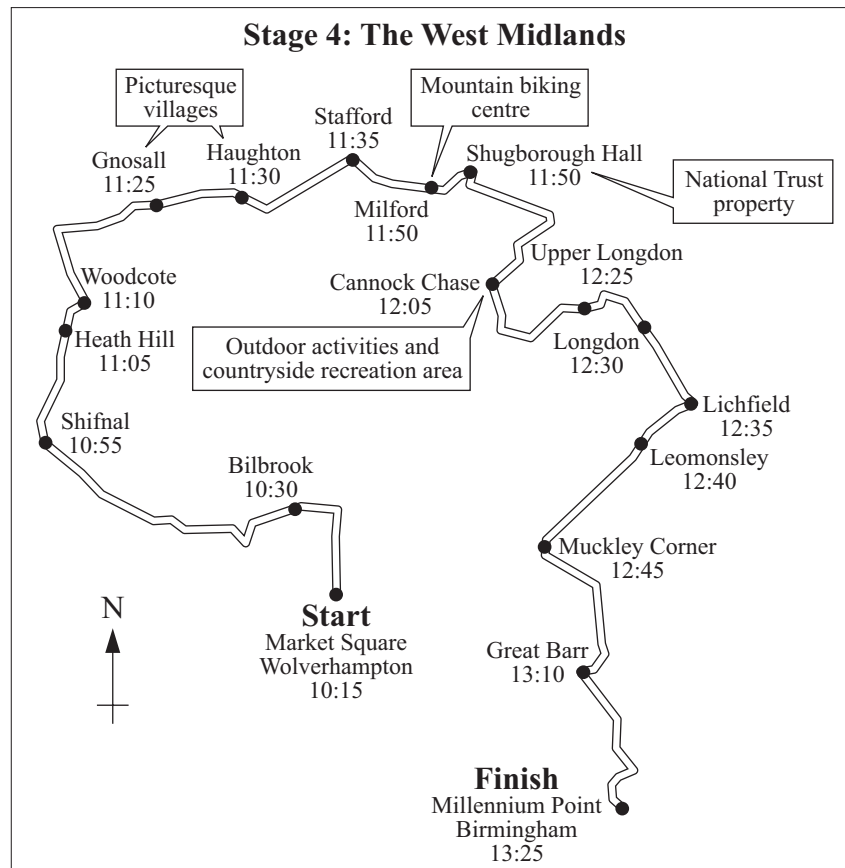
Total for this question: 12 marks

- 5 Study **Figures 7a** and **7b** which give information about the annual Tour of Britain cycle race 2006.

Figure 7a



Figure 7b



- (a) (i) The photograph in **Figure 7a** shows Tour of Britain competitors racing through a seaside resort at the end of August.

Name the seaside resort.

.....
(1 mark)

- (ii) Explain how a seaside resort might expect to benefit from the Tour of Britain race passing through it at the end of August.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
(4 marks)

- (b) The map in **Figure 7b** shows part of the route taken by the 2006 Tour of Britain race as it passed through the West Midlands.

Explain why the map in **Figure 7b** could be a useful guide to a spectator who wants to take part in another leisure activity after watching the race.

.....
.....
.....
.....
.....
.....
.....
(3 marks)

Question 5 continues on the next page

Turn over ►

(c) Many people watching the Tour of Britain are domestic tourists.

(i) What is meant by *domestic tourist*?

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

(2 marks)

(ii) A holiday spent watching the Tour of Britain could be a *special interest holiday*.

Describe, using an example **other than cycling**, what is meant by *special interest holiday*?

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

(2 marks)

12

Total for this question: 12 marks

- 6 (a) Choose a UK destination suitable for a coach party of senior citizens taking a short break holiday.
Suggest and justify a suitable programme for two full days of activities.

You should include:

- day and evening activities at the destination
- named facilities
- details of at least **one** excursion to an appropriate attraction.

Destination

Programme

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(10 marks)

Turn over ►

(b) Explain why this short break holiday is **both** leisure **and** tourism.

.....

.....

.....

.....

(2 marks)

12

Total for this question: 8 marks

7 For **one** key component of the travel and tourism industry, describe **three** job types it includes.

Key component.....

Job type 1

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

Job type 2

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

Job type 3

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

(8 marks)

8

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 2 © Guardian News and Media Limited 2005

Question 4 Figure 7a: Getty Images

Question 4 Figure 7b: Peloton Design

Copyright © 2008 AQA and its licensors. All rights reserved.

G/K27799/Jan08/3840/1

Insert

For use with **Question 2**

Figure 3



Turn over ►

For use with Question 3

Figure 5

the METRODOME
LEISURE COMPLEX
HOME OF THE SPACE ADVENTURE

SPACE ADVENTURE

Yorkshire's most exciting & imaginative indoor water attraction featuring 5 water slides and a wave lagoon pool

Exciting fun filled
and **action** packed
activities at your local
leisure centre.

Extended opening times from 10am during the school holidays, otherwise the Space Adventure opens from 4pm. Opening times may vary, often extended on the Bank Holidays, please call for details.

To Create and Deliver the Best Leisure Opportunities for Barnsley

THE METRODOME
LEISURE COMPLEX
Queens Ground,
Queens Road, S71 1AN
Tel: 01226 730060
www.themetrodome.co.uk

Just off M1 J37, 5 Minutes walk from the bus & rail station
free parking

Logos at the bottom: SPACE ADVENTURE, TERRORSHU 3000, SPACE BASE, WATER SLIDES, alienmountain, BARNSELY PREMIER LEISURE

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Question 2 Figure 3: Casson Mann Ltd, © 2007

Question 3 Figure 5: Barnsley Premier Leisure Ltd

Copyright © 2008 AQA and its licensors. All rights reserved.

G/K27799/Insert/Jan08/3840/1