

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



General Certificate of Secondary Education
June 2011

Leisure and Tourism

48403

Unit 3 The Business of Leisure and Tourism

Friday 20 May 2011 9.00 am to 10.00 am

For this paper you must have:

- the insert (enclosed).

Time allowed

- 1 hour

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers.
- Questions 4(c) and 5(b) should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.



J U N 1 1 4 8 4 0 3 0 1

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

1 Study **Figure 1** on the colour insert. It presents Tom Wnuk.

1 (a) Tom's job is supervisory. What is meant by *supervisory*?

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(2 marks)

1 (b) Tom used to be a cook. Explain why this background is important for his job as a supervisor.

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(4 marks)

1 (c) Tom's job is customer-fronting. What is meant by *customer-fronting*?

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(2 marks)

8



2 Study **Figure 2** on the colour insert. It shows the periods of time or 'shifts' that Tom had to work in the month of June.

Working shifts is very common in the leisure and tourism industry.

Suggest possible advantages and disadvantages of shift work for people working in the leisure and tourism industry.

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(4 marks)

4

Turn over for the next question

Turn over ►



3 For this question, you must answer about **two** customer service jobs **at different levels of seniority** in **one** leisure and tourism organisation that you have studied.

Name of organisation:

3 (a) Describe the main duties of **each** job.

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Job 2

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(4 + 4 = 8 marks)



3 (b) Contrast the skills and personal qualities needed for **each** job.

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(6 marks)

Extra space

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14

Turn over for the next question

Turn over ▶



4 Study **Figure 3** on the colour insert, a page from a website promoting a cruise with Saga.

4 (a) Suggest **two** advantages **for Saga** of using websites for their promotion and sales.

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2

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(2 marks)

4 (b) Name **two** types of promotional material that Saga could use, **other than** websites.

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(2 marks)

4 (c) Evaluate the advantages and disadvantages for leisure and tourism organisations such as Saga of using **one** of the types of promotional material that you have named in 4(b).

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(8 marks)

Extra space

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12

Turn over for the next question

Turn over ►



5 As shown in **Figure 3**, the target market for Saga cruises is people aged over 50.

5 (a) Suggest why people aged over 50 are the target market for Saga cruises.

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(4 marks)

5 (b) Discuss why leisure and tourism organisations such as Saga segment their markets.

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(6 marks)



Extra space

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10

6 Study **Figure 4** on the colour insert, a news item about a health and safety issue on a cruise ship.

Suggest why health and safety is particularly important on cruise ships.

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(4 marks)

4

Turn over for the next question

Turn over ▶



7 Name **two** leisure and tourism organisations that both deal with **one** health and safety issue.

Name of organisation 1

Name of organisation 2

7 (a) Describe **one** health and safety issue that both organisations deal with.

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(2 marks)

7 (b) Compare how the two organisations deal with the health and safety issue described in 7(a).

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(6 marks)



Extra space

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8

END OF QUESTIONS



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

