

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Secondary Education
Specimen Paper

Leisure and Tourism

XXXX/W

Unit 1: Understanding Leisure and Tourism Destinations

Date: Time

You will need no other materials.

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. Answers written in margins or on blank pages will not be marked.
- 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 60.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers.
- Questions 17 and 18 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.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
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17	
18	
TOTAL	

XXXX/W

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

- 1 **Figure 1** is a map showing the locations of some leisure and tourism destinations abroad.

Figure 1



Which **one** of the destinations shown on the map is a long-haul seaside resort?
On the map draw a ring around the correct answer.

(1 mark)

1

- 2 Which of the following is correct?

Tick **one** box.

Seaside resorts in the UK attract mostly overseas tourists.

Most tourists travel to UK seaside resorts by air.

Many British people go to UK seaside resorts on day trips.

(1 mark)

1

3 **Figure 2** is a photograph taken in New York, a city destination in the USA.

Figure 2



Which of the following is correct? Tick **one** box.

New York City is a popular short-haul destination for British tourists.

Most tourists from the UK travel to New York City by air.

Long-haul tourism is not as popular with British people now as it was 20 years ago

(1 mark)

1

4 Types of visitor attraction are:

- A: natural attraction
 B: historic site
 C: theme park
 D: major sports or entertainment venue
 E: built attraction.

Beside **each** statement below write the correct letter, **A, B, C, D or E** to show which type of visitor attraction it is about.

- (a) Legoland Windsor features over 50 different rides.
 (b) The Giant's Causeway is a rock formation on the coast of Northern Ireland.
 (c) The Great Pyramid is an ancient monument in Egypt.

(3 marks)

3

5 **Figure 3** describes four groups of people who are planning to travel to a destination.

Figure 3

Group A	Group B	Group C	Group D
A school party of 45 children and four teachers.	A family of 2 adults and 2 children aged 8 and 13.	6 golf enthusiasts with their equipment including golf clubs.	A couple in their 70s who live a long way from the destination and are unable to drive.

Decide which **one** of the types of transport in the table below is best for **each** group. Write the group letters (**A, B, C** and **D**) in the correct spaces.

Transport Type	Car	53-seater coach	Train	Minibus
Group				

(3 marks)

3

6 Complete the paragraph below which is about travelling from England to France.

All trains from England to France pass through the
Eurostar passenger trains operate from station in London.
 Shuttle trains operating between Folkestone and Calais are used by tourists who
 continue their journey by

(3 marks)

3

7 Decide if **each** of the following statements is true or false.

Tick the correct boxes.

	True	False
Gatwick is a major London airport.	<input type="checkbox"/>	<input type="checkbox"/>
Cross-channel ferries operate from Liverpool.	<input type="checkbox"/>	<input type="checkbox"/>
The M25 is a motorway that leads into the heart of London.	<input type="checkbox"/>	<input type="checkbox"/>

(1 mark)

1

8 Footpaths in National Parks can be damaged by over-use.
 Which type of tourism impact is this statement referring to?
 Draw a ring around the correct answer.

economic *social* *environmental*

(1 mark)

1

9 Tick **one** box next to the phrase that correctly finishes this sentence:

Sustainability is important in leisure and tourism because...

...*quick profits can be made that way.*

...*tourists need to be able to travel to destinations as quickly as possible.*

... *people want to conserve destinations for future generations.*

(1 mark)

1

10 Many factors affect people's choices of destinations.
Analyse the factors that may affect a young couple's choice of honeymoon destination.

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(6 marks)

6

11 Name a UK seaside resort you have studied.....

Name and describe **one** of its attractions.

Name of attraction.....

Description.....

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.....

.....

(3 marks)

3

12 Give **three** facilities that ski/snow sports resorts need.

1.....

2.....

3.....

(3 marks)

3

- 13 Study **Figure 5**. It is about the Metrodome Leisure Complex, a visitor attraction in the UK.

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

LEISURE SPACE
METRODOME 3000
alien mountain
BARNSELY PREMIER LEISURE

Explain **three** of the main advantages that the Metrodome has for family customers with children.

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(6 marks)

6

14 Name **one** visitor attraction you have studied **other than** the Metrodome.

Outline how the attraction tries to meet the needs of customers who are wheelchair users.

Visitor attraction

Outline

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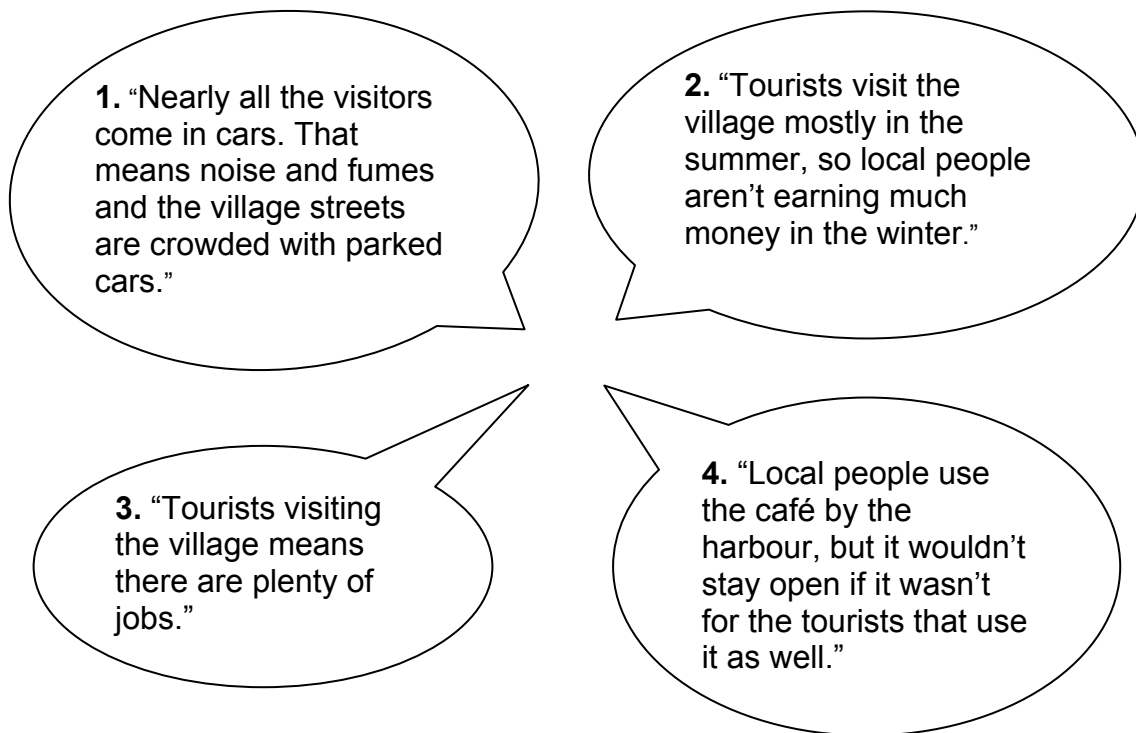
.....

(3 marks)

3

15 Study **Figure 6**, which shows different attitudes to tourism in a small fishing village.

Figure 6



15 (a) Complete the table below to match the types of tourism impact with the attitudes 1 to 4 shown on **Figure 6**.

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

Type of tourism impact	Attitude
Positive economic	3
Negative economic	
Positive social	
Negative environmental	

(2 marks)

15 (b) Outline **one** way that tourism can have a **positive environmental** impact on a destination.

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(2 marks)

4

16 What is meant by *ecotourism*?

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(2 marks)

2

17 Evaluate how well **one** visitor attraction you have studied meets the needs of **one** of these types of leisure and tourism customer:

- single people
- groups
- people of different ages
- people from different ethnic and cultural backgrounds.

Visitor attraction

Customer type

Description

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(6 marks)

<hr/> 6

- 18** A student and her college friend ask you to recommend how they should travel from your local area to a long-haul destination you have studied.

Evaluate the suitability of the transport modes and routes available to them, and give your recommendation.

Your local area

Long-haul destination

Evaluation and recommendation

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(12 marks)

<hr/> 12

END OF QUESTIONS

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Question 3 - Figure 2 Photo S Rickerby

Question 14 - Figure 5 Barnsley Premier Leisure

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**General Certificate of Secondary
Education**

Leisure and Tourism

**Unit 1: Understanding Leisure
and Tourism Destinations**

Specimen Mark Scheme

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Dr Michael Cresswell Director General

Question	Expected response	Marks	AO								
1	Correct ring on map (Goa). 1 mark. More than one ring drawn, no marks.	1	AO1								
2	Many British people go to UK seaside resorts on day trips. More than one box ticked, no marks.	1	AO1								
3	Most tourists from the UK travel to New York City by air. More than one box ticked, no marks.	1	AO1								
4	(a) = C (b) = A (c) = B	3	AO1								
5	<table border="1"> <tr> <td>car</td> <td>coach</td> <td>train</td> <td>minibus</td> </tr> <tr> <td>B</td> <td>A</td> <td>D</td> <td>C</td> </tr> </table>	car	coach	train	minibus	B	A	D	C	3	AO2
car	coach	train	minibus								
B	A	D	C								
6	Point mark: Channel Tunnel (1), St Pancras (1), car/ coach or other road transport/ road (1).	3	AO1								
7	Point mark: Gatwick is a major London airport. True. Cross-channel ferries operate from Liverpool. False. The M25 is a motorway that leads into the heart of London. False. All 3 ticks correct for 1 mark.	1	AO1								
8	environmental	1	AO1								
9	people want to conserve destinations for future generations.	1	AO1								

10	<p>Factors may include:</p> <ul style="list-style-type: none"> • personal tastes and interests • cost • the promotion of destinations • the range of products and services on offer weather and climate • accessibility • events <p>Levels of response</p> <p>Level 1 Basic (1-3 marks) Simple statements likely of factors affecting destination choice. At the upper end some analysis may be attempted but is likely to be generic, not particularly linked to the couple in the question.</p> <p>Level 2 Clear (4-6 marks) Some clear analysis at the lower end, of a range of factors (in the upper range) that may have affected this couple's choice of honeymoon destination.</p> <p>Example response: <i>Cost is one factor that can make a difference to anyone – people have to be able to afford the holidays they buy. However, a honeymoon couple may spend more than normal on a holiday because the honeymoon is so special to them, so cost may be less important than usual (4 marks). Another factor that might make a big difference to the couple's destination choices is the weather. Many tourists from the UK look for warm sunny weather, especially for a beach holiday abroad. These two honeymooners are likely to want good weather to make their holiday memorable (5) although some rain probably wouldn't matter too much to them because romance of the trip would help them overlook the odd shower (6).</i></p>	6	4 AO2 2 AO3
11	<p>1 mark for attraction name. Point mark per descriptive point about attraction. No marks for resort</p> <p>Example response: <i>Scarborough. Peasholm Park. There is a boating lake (1) and you can hire canoes there (2).</i></p>	3	AO1
12	<p>Point mark: Accept any 3 of: ski slopes/pistes, ski lift/cable car, cafes'/restaurants/bars/après-ski, hotels, transport links</p>	3	AO1
13	<p>Point mark per reason for the Metrodome being advantageous for families with children up to a max of 2 marks per reason. No credit for simply copying advantages from Figure 5. Allow up to 2 further marks for a well developed explanation of any one main advantage.</p> <p>Possible main advantages to explain: extended opening during school holidays, Space Adventure open straight after school,</p>	6	AO2

	free parking, exciting water attraction, all indoor Example response <i>The Metrodome is all under cover (1) so families can take children for fun no matter what the weather (2nd mark). Children get especially bored in the holidays when it rains so it'd be good to be able to go there then. (3rd mark). It doesn't cost anything to park a car (4th mark) which is good because taking children to a leisure facility can be expensive for adults(5th mark) because they tend to want to buy extras like sweets and drinks (6th mark).</i>								
14	No marks for the name of the attraction. Point mark. 1 mark for each of up to 3 things the attraction does to try to meet the needs of customers who are wheelchair users. Alternatively, a candidate may develop 1 or 2 things in more detail for max marks. Possible things done: ramps, wider doors, lifts, signage, disabled/wider toilets, wheelchair mooring/parking/storage areas, staff assistance, special arrangements for carer/companion. Additional marks may be gained for each point that describes more exactly what the named attraction has done (how many ramps, for example) in ways that are specific to it.	3	AO1						
15(a)	<table border="1"> <tr> <td>Negative economic</td> <td>2</td> </tr> <tr> <td>Positive social</td> <td>4</td> </tr> <tr> <td>Negative environmental</td> <td>1</td> </tr> </table> <p>1 mark per correct letter in the correct place. Max 2.</p>	Negative economic	2	Positive social	4	Negative environmental	1	2	AO2
Negative economic	2								
Positive social	4								
Negative environmental	1								
15(b)	Point mark. 1 mark for one way that tourism can have a positive environmental impact on a destination. 2 nd mark for further development of the outline by description/explanation/exemplification. There are two likely approaches candidates may take: <ul style="list-style-type: none"> • Revenue from tourism allows spending by businesses and the local authority on upgrading/maintaining the quality of the environment (natural or built) • Tourism itself engenders interest in maintaining local environmental quality. Among organisations to attract visitors and among tourists through supporting conservation. Example response <i>More tourists to the destination means the local council get more money (1) that they can spend on landscaping (2nd mark) or cleaning up old buildings (alternative 2nd mark).</i>	2	AO1						

16	<p><i>Ecotourism</i> is travelling to a place for a temporary stay (typically a holiday) at minimal disruption to the environment (or even to engage in positively enhancing the environment) because of the appeal of the environment.</p> <p>Point mark 1 mark per idea. Allow up to 1 mark for exemplification.</p>	2	AO1
17	<p>Ways of meeting needs may include the range of products and services offered, pricing, information provision, facilities including for special needs, staff support services.</p> <p>Customer type must be as listed or limit marks to L1. No marks if chosen example is not a visitor attraction.</p> <p>Levels of response</p> <p>Level 1 Basic (1-3 marks) Simple statements of what has been done to meet customer needs. Likely to be a generic response. Written expression is basic or meaning is unclear. Top L1 will make some attempt to evaluate how well needs are met, for example by simple assertion.</p> <p>Level 2 Clear (4-6 marks) Clear evaluation of how well the chosen attraction has specifically met the needs of the chosen customer type. For top L2 marks, a range of ways may be expected and written expression will be clear in conveying meaning.</p> <p><i>Example response: Alnwick Garden meets the needs of people of different ages very well. At the foot of the giant water cascade there are toy tractors provided that very young children really enjoy riding around on. The spouts of water from the cascade provide well for teenagers who want to have fun by trying to dodge them and laugh while being soaked. The walled garden at the top provides exactly the peace and quiet that older adult visitors seek and, even better, provides plenty of seating for the elderly. (Top L2, 6 marks).</i></p>	6	2 AO1 4 AO3
18	<p>Transport modes within the UK, between the UK and at destination (eg transfers) are relevant, as are routes that may be taken from the locality to the UK exit point, from there to the overseas gateway and from there to destination.</p> <p>No marks for naming the local area or long-haul destination. If the named destination is not long-haul, max 8 marks.</p> <p>Levels of response</p> <p>Level 1 Basic (1-4 marks) Simple statement/s of appropriate transport mode or route. Just mode is low Level 1. Route facts are also needed, maybe listed, to reach top L1. Assertion rather than clear evaluation may be</p>	12	3 AO1 3 AO2 6 AO3

	<p>present. Written expression is basic or meaning is unclear.</p> <p>Level 2 Clear (5-8 marks) Clear evaluation and recommendation of route and/or mode appropriate to the student and her friend. Likely to be stereotypical. Both mode and routes need to be clearly evaluated to reach upper L2. For top L2 marks, written expression is clear in conveying meaning.</p> <p>Level 3 Detailed (9-12 marks) Detailed evaluation of mode/route with recommended route and mode clearly appropriate to the customer. May recognise that the customer may not be stereotypical. Evaluation is in some detail for lower L3 and should be full for upper L3. For top L3 marks, written expression is fluent and conveys meaning well.</p> <p>Example response</p> <p><i>Darlington Negril, Jamaica</i></p> <p><i>I recommend they fly from London Heathrow or Gatwick to Jamaica. They could fly from Durham Tees Valley Airport to Heathrow which would be more convenient than Gatwick but as students they could get a cheap rail ticket from Darlington through to Gatwick via London so that could save them money. Flights to Kingston via Miami take longer than direct flights but may work out cheaper and the students may not mind the extra time if it meant more money to have fun in Negril. On the other hand, they may have more money than other students and prefer to pay for a tourist flight direct to Montego Bay. This may cost more but Montego Bay is much closer to Negril than Kingston and they would be able to find a local driver to take them to Negril more easily. If they went via Kingston it would take nearly a whole extra day to transfer to Negril so I would not recommend them to do that unless it saved them a lot of money on the flight or they wanted to visit Kingston itself as a stopover. (Level 3, top, 12 marks).</i></p>		
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