

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Secondary Education
Specimen Paper

Leisure and Tourism

XXXX/W

Unit 3: The Business of Leisure and Tourism

Date: Time

<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

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

- It is recommended that candidates read the insert and questions before starting to write their answers.
- 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 2(b) and 5 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	
2	
3	
4	
5	
TOTAL	

XXXX/W

Answer **all** questions in the spaces provided

1 Study **Figures 1 and 2** on the colour insert.

1 (a) Eurocamp's target market is families with children.

1 (a) (i) What is meant by *target market*?

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(2 marks)

1 (a) (ii) Give **two** pieces of evidence from **Figure 2** which show that Eurocamp's target market is families with children.

1.

2.

(2 marks)

2 Name a leisure and tourism organisation you have studied **other than** Eurocamp.

Name of organisation

2 (a) Describe **two** types of promotional material **other than** brochures that your chosen organisation uses.

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(4 marks)

2 (b) Explain how **one** piece of the same organisation's promotional material encourages sales to a customer type **other than** families with children.

Promotional material

Customer type

Explanation

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(6 marks)

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- 3 (c) Choose **one** customer service job in a leisure and tourism organisation you have studied **other than** Children’s Courier’s or Children’s Representative.

Describe **two** duties of this job.

Job

Duty 1

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Duty 2

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(4 marks)

- 3 (d) Leisure and tourism **organisations** have a wide range of jobs. Choose **two** jobs of different levels of seniority.

Compare the skills needed to do these jobs.

Job 1

Job 2

Comparison

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(6 marks)

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20

4 **Figure 4** is about a day in the life of Eurocamp Children's Courier.

4 (a) Suggest **two** ways in which the daily team meeting may help Eurocamp Children's Couriers to do their job.

1

2

(2 marks)

4 (b) Outline **two** reasons why Children's Couriers use **evenings** to visit new families who have just arrived.

Reason 1

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Reason 2

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(4 marks)

6

5 Leisure and tourism organisations face health and safety issues.

5 (a) Name **one** leisure and tourism organisation you have studied.

Name of organisation

For **one** health and safety issue that the organisation faces, analyse and evaluate the measures that it has taken to ensure the health and safety of its customers.

Issue

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Analysis and evaluation

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(6 marks)



Leisure and Tourism

XXXX/1F

Unit 3: The Business of Leisure and Tourism

Insert

Figure 1
Eurocamp – Introduction

Eurocamp is a leisure and tourism organisation that provides campsite holidays in Europe and Florida.

Children’s activity programmes are organised by Children’s Couriers who are employed by Holidaybreak Camping – the company that owns Eurocamp.

An advertisement for Eurocamp, showing an image of a family having a meal outside a mobile home and including details about the company

Figure 2
Eurocamp brochure cover

eurocamp
because life is for living

SAVE £100*
on Easter, Whitsun and
Summer School holidays
See page 213 for details

Figure 3
Eurocamp Children's Couriers

Children's Couriers plan and deliver a daily activity programmes for Eurocamp's customers' children. The ages of the children range from 4 to 12 years old.



Some duties of a children's courier:

- Deliver five hours of fun activity sessions for six days a week.
- Ensure that different nationalities are provided for.
- Take care and follow safe practices.
- Promote children's activities to customers.
- Communicate effectively with customers, colleagues and management.
- Handle complaints and resolve problems.
- Submit neat and accurate reports and paperwork to a senior staff member.
- Be flexible about working hours.

Figure 4
A day in the life of a Children's Courier

“At 8.30 am I meet with the rest of the team to discuss the day’s activities.

The first session starts at 10.30 am. We get to the activity tent by 9.30 so we’re ready.”



“Once the morning is over we clean up, grab some lunch and a quick dip in the pool before the afternoon’s sports session at 3 pm. In the evening we visit families who have just arrived and tell them about our children’s activities programme.”

ACKNOWLEDGMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Figure 1: Advertisement in Observer, 6-1-08

Figure 2: Eurocamp e-brochure cover, 2008

Figures 3 and 4 – Holidaybreak plc

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