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

For this paper you must have:

• The insert (enclosed).

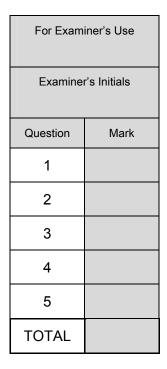
Time allowed: 1 hour

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. 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.





Answer all questions in the spaces provided

			This wer are questions in the spaces provided
1	Stud	y Fig ı	ares 1 and 2 on the colour insert.
1	(a)	Euro	camp's target market is families with children.
1	(a)	(i)	What is meant by target market?
			(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)

1 (b)	Explain, using examples, why attractive promotional materials are particularly important to leisure and tourism organisations.							
	(6 marks)							

Nan	ne of organisation
(a)	Describe two types of promotional material other than brochures that your chosen organisation uses.
	(4 mar)
(b)	Explain how one piece of the same organisation's promotional material encourages sales to a customer type other than families with children.
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	_
(6 marks	•

3	Stud	y Figu	ares 3 and 4 on the colour insert.
3	(a)	(i)	Suggest why Eurocamp Children's Couriers need to have a good sense of humour.
			(2 marks)
3	(a)	(ii)	Give two personal qualities that customer service staff should have other than a good sense of humour.
			(2 marks)
3	(b)	Eval	uate the importance of effective communication for a Children's Courier.
			/
			(6 marks)

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
		Duty 2
		Duty 2
		(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

•••••	••••••		 		 	
•••••	••••••	••••••	 	•••••	 	(6 marks)

4	Figu	re 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
4	(b)	Outline two reasons why Children's Couriers use evenings to visit new families who have just arrived.
		Reason 1
		Reason 2
		(4 marks)

5	Leisi	are 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
		Analysis and evaluation
		(6 marks)

5	(b)	All organisations must take health and safety very seriously.
		Evaluate the importance for leisure and tourism organisations of ensuring the health and safety of both their staff and their customers.
		(0 magnitus)
		(8 marks)
		END OF QUESTIONS

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Leisure and Tourism

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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

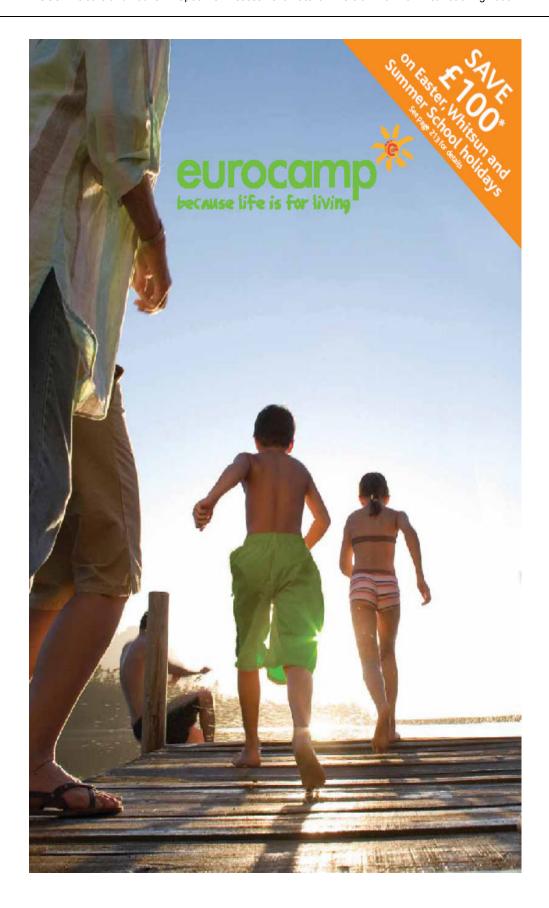


Figure 3 Eurocamp Children's Couriers

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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