

Centre No.					
Candidate No.					

Paper Reference (complete below)					
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Surname	Initial(s)
Signature	

Paper Reference(s)

**5346**

**Edexcel GCSE  
Leisure and Tourism  
Double Award**

Unit 1: Investigating Leisure and Tourism

Monday 12 January 2004 – Morning  
Time: 1 hour 30 minutes

Materials required for examination  
Nil

Items included with question papers  
Nil

Examiner's use only

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Team Leader's use only

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Question Number	Leave Blank
1	
2	
3	
4	
5	
6	
7	
8	
9	
Total	

**Instructions to Candidates**

In the boxes above, write your centre number, candidate number, your surname and initials, the paper reference and your signature. The paper reference is shown above.  
Answer ALL the questions in the spaces provided in this question paper.  
Complete all your answers in blue or black ink.

**Information for Candidates**

There are 20 pages in this question paper. All blank pages are indicated.  
The total mark for this paper is 90. The marks for the various parts of questions are shown in round brackets: e.g. (2).

**Advice to Candidates**

You are reminded of the importance of clear English and careful presentation in your answers.

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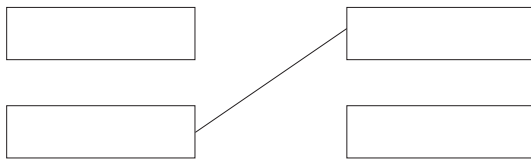
Turn over

**Edexcel**  
Success through qualifications

1. The travel and tourism industry is divided into components.

Leave blank

(a) Look at the components in the left-hand column and link them, using a straight line, to the correct description in the right-hand column. Below is an example of what to do.



**Components**

**Description**

Online travel services

Organisations that provide information to visitors about destinations

Tourist information and guiding services

Organisations that provide methods of travel to take you from one place to another

Transportation

Organisations than can arrange your holiday through the Internet

(3)

(b) Give **two** other components of the travel and tourism industry.

1 .....

2 .....

(2)

Q1

(Total 5 marks)

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2. The leisure industry is divided into components.

*Leave  
blank*

Look at the different components in the table below.

(a) For each component, select **one** facility from this list and write your answer in column (A).

- leisure centre \*
- library
- cinema
- fast-food takeaway
- museum
- outdoor activity centre
- theme park

(b) For each component and facility, suggest **one** leisure activity that people could take part in. Write your answer in column (B).

The first component has been completed for you as an example.(\*)

Component	Facility (A)	Leisure Activity (B)
Sport and physical recreation	leisure centre	play football
Arts and entertainment		
Countryside recreation		
Catering		
Visitor attractions		

Q2

(Total 8 marks)

3. There are many employment opportunities within the different components of the leisure and tourism industries. Some of these are listed below

*Leave blank*

<i>Overseas Representative</i>		<i>Dancer</i>		<i>Hockey Coach*</i>
	<i>Travel Consultant</i>		<i>Librarian</i>	
<i>Coach Driver</i>		<i>Restaurant Manager</i>		<i>Tourist Guide</i>
	<i>Park Ranger</i>		<i>Museum Curator</i>	

(a) Complete the table below by matching a job from the list above to the most relevant component given. Each job should only be used once.

The first one has been completed for you as an example.(\*)

<b>Component</b>	<b>Job</b>
Sports and Physical Recreation	<i>Hockey Coach*</i>
Transportation	
Tourist Information and Guiding Services	
Arts and Entertainment	
Countryside Recreation	

(4)

(b) Describe **two** duties of a Park Ranger.

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blank*

1 .....

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2 .....

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(4)

Q3

(Total 8 marks)

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**Inside a library**



*Leave  
blank*

**Inside a travel agency**



Look at the images on the opposite page and then answer the following question.

*Leave  
blank*

4. Leisure and tourism facilities provide products and services to their customers.

(a) Describe **two** products and services offered to users of public library facilities.

1 .....

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2 .....

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**(4)**

(b) Travel agents sell holidays, flights and other travel arrangements. What other products and services might a travel agency provide?

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**(4)**

**Q4**

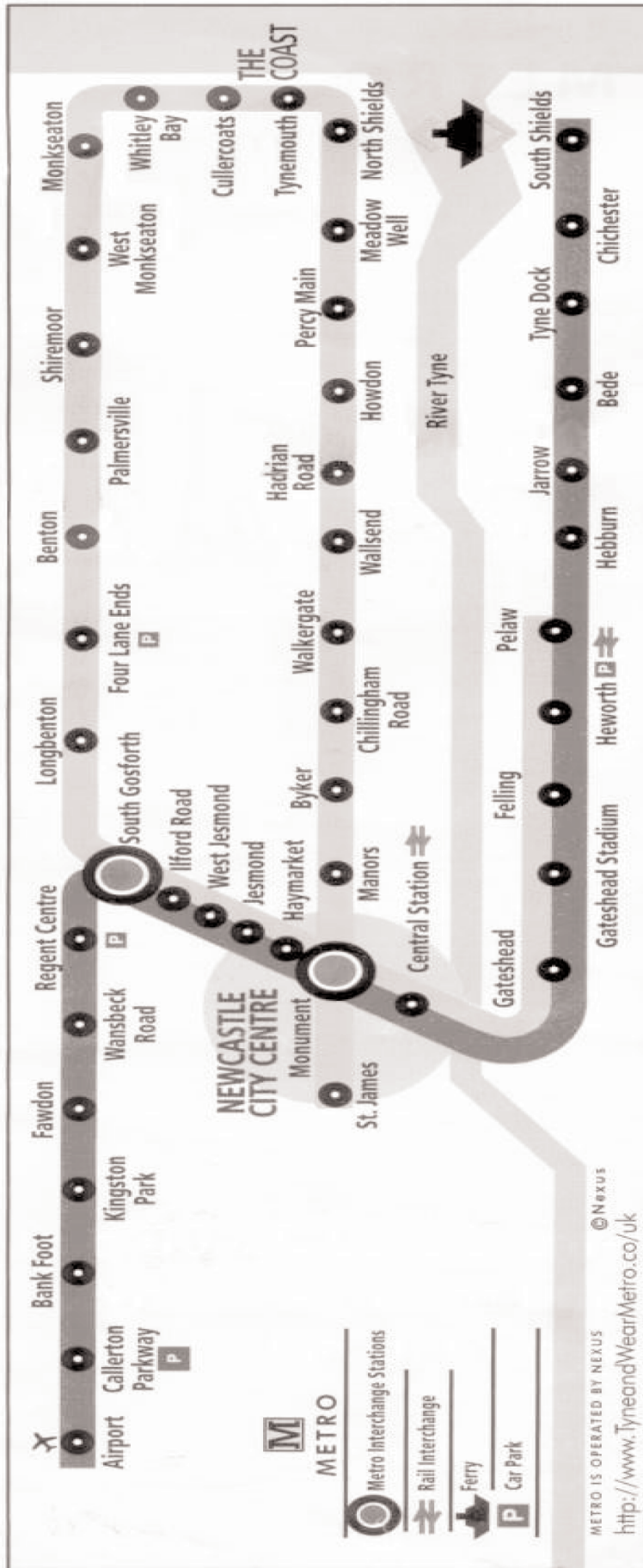
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**(Total 8 marks)**

5. People use different forms of transport to get to their chosen destination.

Leave blank

Public transport in the Newcastle area





5. (a) Using the map, identify **three** types of transport available in the Newcastle area.

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blank*

1 .....

2 .....

3 .....

(3)

(b) An overseas visitor arrives at Newcastle Airport. Identify and explain the **most suitable** method of transport for the visitor to get to the city centre.

Method of transport .....

Explanation .....

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(3)

(c) You can travel from Newcastle to Amsterdam by plane or ferry. Explain why a business person would choose to travel by plane to attend a meeting in Amsterdam.

Explanation .....

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(4)

(Total 10 marks)

**Q5**

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**Read the following information about the Festival Theatre in Edinburgh before answering the question.**

*Leave blank*

The Festival Theatre is Edinburgh’s new theatre, mainly showing ballet and opera. It offers wheelchair access and audio, described/sign, interpreted performances. There are guided tours available and various other events throughout the year. There are matinee and evening performances. Facilities also include a booking office, the Café Lucia café-bar, the Johnnie Walker Bar and meeting rooms.

Discounts apply to bookings of 8 or more people. Sometimes a limited number of £1.00 seats are available. Groups of 50 or more receive 2 free tickets and special rates are available for school parties. Concessions are available to senior citizens, students, the unemployed, children and people with disabilities. Gift vouchers are also available to purchase.

6. (a) Explain how the Festival Theatre meets the needs of people with disabilities.

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**(5)**

There are a number of factors which can affect what people, including children, choose to do in their leisure time. These include

*Leave blank*

- how much money they have to spend on leisure
- fashion
- availability of transport
- their interests
- the influence of family and friends.

(b) Explain why a child might **not** visit the theatre.

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(4)

(c) Explain how the products and services of a theatre might be improved to meet the needs of families.

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(3)

**(Total 12 marks)**

**Q6**

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7. A survey of its customers has recently been conducted for a leisure centre. The survey provided useful information which showed that the leisure centre might not be meeting the needs of all its customers. Explain how the leisure centre's products and services could be developed to meet the needs of the following

*Leave blank*

(a) Young people aged between 10 and 16 who might want to use the leisure centre.

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**(3)**

(b) People who might want to use the leisure centre after work.

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**(3)**

**Q7**

**(Total 6 marks)**

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Read the following information about the 'Manchester United Museum & Tour' package, before answering question 8.

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blank*



### **Manchester United Museum & Tour**

Take a journey to the heart of United and spend the day at Old Trafford. The museum at the 'Theatre of Dreams' has the history of the club and includes a Hall of Fame, a dazzling trophy room and interesting souvenirs. You can follow in the footsteps of the players on a behind-the-scenes stadium tour.

Stay at a three or four star hotel

Prices start from

one night package £42 per person

two night package £76 per person

Package includes one or two nights' accommodation, breakfast in hotel restaurant, entry to the museum and a tour of the football ground. Packages are not available on match days.

8. (a) The 'Manchester United Museum & Tour' is offered as a package. Describe what is meant by the term 'package'.

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**(2)**

There are many links between the leisure and tourism industries.

- (b) Explain the links between the leisure and tourism industries in the 'Manchester United Museum & Tour' package.

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**(5)**

(c) (i) Describe how football grounds, such as Old Trafford, have changed over the last 20 years.

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**(4)**

(ii) Describe how other leisure facilities have changed over the last 20 years.

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**(4)**

**Q8**

**(Total 15 marks)**

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Read the information on this page before answering question 9.

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### Blackpool

Blackpool is a traditional seaside resort attracting mainly UK tourists. If Blackpool wishes to attract overseas visitors it needs to make some changes.

Plans have recently been discussed that could change the face of Blackpool forever. If, as expected, there is a major relaxation of current British gambling law then there could be the UK's first 'resort casino hotel' on the Blackpool seafront. It is expected that other developments will follow, turning Blackpool into a world-class destination for gambling and family entertainment.

It is hoped that the Blackpool development of resort casino hotels will be an opportunity for economic and social improvement. The proposals aim to regenerate Blackpool and the whole North West region.

This new proposal will offer customers a range of leisure attractions and facilities including restaurants, shops, conference and exhibition space, entertainment venues and of course gambling, all brought together under one roof for the first time.

More than 300,000 tourists from Britain visit Las Vegas each year. This is more than from any other European country. Developments in Las Vegas created many new jobs for the area. Its success has opened more and more facilities for visitors and the community. Blackpool hopes to match this. However, the transport links and other development plans need to be carefully considered if the project is to go ahead.

**Extract adapted from Locum Destination Review**

9. (a) The proposed development of the resort casino hotel in Blackpool will have positive and negative impacts. Analyse the **negative** impacts this development could have.

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(8)

(b) Explain how the proposed development of the resort casino hotel in Blackpool will have a **positive economic** impact on the Northwest region.

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(4)

(c) Analyse why the development of transport links in the Blackpool area are essential to the development of the resort casino hotel.

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(6)

**Q9**

**(Total 18 marks)**

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**TOTAL FOR PAPER: 90 MARKS**

**END**