

Write your name here	
Surname	Other names
Centre Number	Candidate Number
Edexcel GCSE	
Leisure and Tourism	
Unit 1: The Leisure and Tourism Industry	
Monday 17 May 2010 – Afternoon Time: 1 hour	Paper Reference 5LT01/01
You do not need any other materials.	Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Answer ALL the questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) Which of the following is a key component of the **tourism** industry? Choose an answer A, B, C or D and put a cross in the box. (1)

- A Tourist information
- B Countryside recreation
- C Thomson Holidays
- D Home-based leisure

(b) 'Domestic' is one type of holiday taken by customers. Define the term 'domestic' and describe an example of a domestic holiday. (3)

Definition

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Description

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.....

(c) State **two** duties of an overseas resort representative. (2)

1

2



(d) The O2 arena is one example of a concert venue.

Other than the tickets for the event/concert, give **two** different examples of additional products/services a concert venue may offer to its customers.

(2)

1

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2

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Read the following information about the Blue Planet Aquarium before answering Question 1(e).

Blue Planet Aquarium

The aquarium includes the following ...

Freshwater Rivers & Streams

The first part of Blue Planet Aquarium introduces you to freshwater life. You will see some of the fish, such as trout and pike, and other small animals such as frogs and newts that live in the rivers and streams of the UK.

Otters

Our otter enclosure is one of the largest in the UK and is home to our Asian Short-Clawed Otters. We have recently welcomed four new otters into the Blue Planet Otter Family. We now have six otters in total.

Aquatunnel

Fish from the oceans and seas can be seen in the Aquatunnel, one of the longest underwater tunnels in the world. You'll be taken on a spectacular underwater safari by our moving walkway and everywhere you look you'll find amazing tropical fish and awesome sharks staring back at you!

Reef Magic

'Reef Magic' will educate and amaze you.

The living exhibit has over 15 different species of fish and 20 different types of coral. The main attractions are a 2,000 litre tank which allows visitors to view every angle of this living exhibit, and a 4,000 litre tank which features corals and fish exclusively from the Red Sea.



Octopus Adventure Play Park

Come and explore our Octopus Island with its ship-wreck, bouncy whales, wobbling crocodiles, monkey bars and slides!!!

This is no ordinary play park!! Children will have hours of fun discovering new things at this fantastic state-of-the-art adventure playground.

(Source: adapted from www.blueplanetaquarium.com/attractions)



2 Many leisure and tourism organisations are organised into functional areas or departments.

(a) Which of the following is a role of the Human Resources (HR) department of a theme park? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Producing advertisements for discounted tickets
- B Maintaining the safety of the rides
- C Replying to customers who have complained
- D Recruiting new part-time staff

Use the following information to answer Questions 2(b) and (c).

Road Dahl Weekend

Saturday 13 and Sunday 14 September
Step inside some of the world's favourite stories
Exciting activities all weekend

At Eureka! Museum
Discovery Road
Halifax HX1 2NE
www.eureka.org.uk



(Source: adapted from *Daily Mail*, 12 September 2008)

(b) Identify which piece of information matches each of these Ps (place and product) of the marketing mix.

(2)

Place

Product



(c) The Roald Dahl weekend is one idea used to attract families to visit Eureka! Museum.

Describe another idea that a museum could use to attract families with children.

(2)

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7
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Read the following extract before answering Questions 2(d) and (e).

What is Go Ape?

Go Ape is a high wire forest adventure consisting of rope bridges, tarzan swings and zip slides, all set high up in the trees. Providing a fun day out with friends, families or colleagues, you will be moving from tree to tree high above the forest floor. The experience takes between 2½ and 3 hours to complete.

Who can take part?

Minimum age 10 years
Minimum height 1.4 m
Maximum weight 130 kg



What should you wear?

No open-toe sandals or slip on shoes.
Long hair must be tied back.

Who looks after who?

Under 18s must be supervised by a participating adult. An adult can supervise either two children (one or both under 16) or up to five 16–17 year olds.
Adult participants must supervise any under 18s and sign to say they will be responsible for them.

Safety information

Each participant is fitted with a harness and receives a full safety briefing from trained staff. An instructor will not accompany you round the course, but will patrol on the ground and be there if assistance is required.

Prices

18 years and over £25
10–17 years £20

(Source: adapted from www.goape.co.uk)

(d) Explain why customer safety is important to the **organisation** Go Ape.

(3)

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3 (a) Identify **one** reason why people might choose to play football.

(1)

(b) One of the reasons people travel is 'sightseeing'.

Describe a sightseeing holiday. You may use examples in your answer.

(2)

There are many factors affecting customer choice. Convenience is just one of these factors.

Air transport has different classes of travel available for the convenience of its customers.

Read the following extract adapted from Virgin Atlantic's website before answering Question 3(c).

Virgin Atlantic – Premium Economy Class

Our newly enhanced dedicated Premium Economy cabin has been designed to give you plenty of personal space.

PREMIUM EXPERIENCE

The Premium Economy experience is not just about what happens onboard, it begins and ends at the airport:

- priority boarding and priority getting off
- a free newspaper
- a new Premium Economy leather seat, with an increased seat width of 21 inches (54 cm) and lots of leg room
- a personal seatback TV offering the latest blockbuster movies, the hottest TV shows, video games and up to 14 audio channels ranging from pop to classical.
- free drinks when you board and after your meal
- a choice of three tempting meals, to be served on china dinnerware with stainless steel cutlery
- many cabin crew to guarantee prompt and attentive service.

(Source: adapted from www.virgin-atlantic.com)



(c) Mavis and Harry are about to celebrate their 40th wedding anniversary with a trip of a lifetime to New York. They have never flown before.

Using information from the extract, choose **two** products/services offered by Virgin Atlantic that you think would most appeal to Mavis and Harry. Explain why you think each of these would be appealing to them.

Product/service 1

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Explanation

(2)

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Product/service 2

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Explanation

(2)

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Another consideration which may affect customer choice of destination is 'health, diseases and precautions'.

(d) Identify **two** diseases which customers usually need to be protected against when travelling to tropical countries.

(2)

1

2

Food and drink advice for Peru

Drink only bottled water. Avoid dairy products that are likely to have been made with milk that has not been boiled.

Eat only well-cooked meat and fish. Vegetables should be cooked, and fruit peeled.

(e) Using this information, explain why customers holidaying in Peru should be given this advice on food and drink.

(2)

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(Total for Question 3 = 11 marks)



4 (a) Name **one** business travel destination in the UK.

(1)

(b) Name **two** features that are essential for a business travel destination.

(2)

1

2

Business travel brings positive impacts to communities in cities.

(c) Describe **one** positive impact of business travel.

(2)

Question 4 continues on next page





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(Total for Question 4 = 11 marks)

TOTAL FOR PAPER = 50 MARKS



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