

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCSE**

# Leisure and Tourism

## Unit 1: The Leisure and Tourism Industry

Monday 16 May 2011 – 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.*
- Quality of written communication will be taken into account in the marking of your responses to questions 1(e) and 3(d)(ii). These questions are indicated with an **asterisk** (\*)  
– *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.

Turn over ►

P38927A

©2011 Edexcel Limited.

1/1/1/1



P 3 8 9 2 7 A 0 1 1 2

**edexcel**   
advancing learning, changing lives

Answer ALL the questions. Write your answers in the spaces provided.

Some questions must be answered with a cross . 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 **one** of the following is an example of countryside recreation? Choose an answer A, B, C or D and put a cross in the box. (1)

- A Ballroom dancing
- B Playing the violin
- C Badminton
- D Pony trekking

(b) Name an example of any leisure facility designed for the under 5's. (1)

.....

.....

(c) Define the term 'special interest' holiday and give an example of a 'special interest' holiday. (2)

Definition

.....

.....

Example

.....

.....



(d) Describe the main duties of a lifeguard on a beach.

(4)

.....

.....

.....

.....

.....

.....



Read the following extract before answering Question 1(e).

### Canoe Adventures!

Forget noisy roads and traffic jams, take to the water and enjoy miles of the beautiful river Dart in South Devon. Every season the scenery along the river changes, so we offer canoeing all year round.

#### Voyager 12-seat canoe

Each Voyager canoe comes with buoyancy aids, paddles, picnic mats, campfire, barbeque kit (when required), pop-up sun/rain shelter, tea, coffee and hot chocolate. Trips last 4–5 hours.

Or, you can choose to experience the beauty of paddling by moonlight on one of our popular 'Dart by Moonlight' trips.



#### Hire the boat for £176

Just bring your favourite picnic or food to barbeque and cold drinks.

(Source: adapted from [www.canoeadventures.co.uk](http://www.canoeadventures.co.uk))





2 'MCM Coaches' is a fictitious\* organisation. This coach company organises one week holidays to UK seaside resorts in the summer months. Its customers are mainly older couples and groups of senior citizens.

(\*fictitious – made up/pretend)

(a) Amy works for MCM Coaches in the administration department.

Which **one** of the following tasks would Amy undertake daily?

Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** Repairing and cleaning the coaches
- B** Allocating seats on the coaches
- C** Designing adverts for the local newspaper
- D** Employing new staff

Customers currently receive their holiday tickets from MCM Coaches by post.

(b) Describe **two** other ways MCM Coaches could get tickets to customers making use of new technology.

(2)

1 .....

2 .....

MCM Coaches has a responsibility for safety.

(c) Describe how MCM Coaches should help ensure the safety of its customers when travelling by coach.

(2)

.....  
.....  
.....  
.....



Leisure and tourism organisations always need to look at ways to attract new customers.

MCM Coaches now wants to offer trips all year round. One of its objectives is **'to attract customers in the winter months'**.

(d) Suggest how MCM Coaches could attract customers in the winter months.

Explain how your suggestions will help MCM Coaches to meet this objective.

(6)

Suggestion 1

.....

.....

.....

.....

Explanation

.....

.....

.....

.....

Suggestion 2

.....

.....

.....

.....

Explanation

.....

.....

.....

.....

**(Total for Question 2 = 11 marks)**



3 Faye and her daughter Alisha have just returned from a weekend trip to Paris visiting Alisha's grandfather who lives there.

(a) What was the main reason for them travelling to Paris?

Choose **one** answer A, B, C or D and put a cross in the box.

(1)

- A** Educational purposes
- B** Sightseeing
- C** VFR
- D** Holiday

(b) '**Business**' is another reason why people travel.

Describe the term 'business travel'.

(2)

.....

.....

.....

.....

(c) Faye and Alisha chose to travel to Paris by air from their home in Belfast.

Explain the main factors that may have influenced their decision to fly to Paris rather than drive or go by train.

(3)

.....

.....

.....

.....

.....

.....





Read the following extract before answering Question 3(d).

**Where exactly is the fun in a fun run?**

I was on a flight from New York to London which was packed with very tired and sickly-looking women in tracksuits. All these women were returning from the New York Marathon. There was a look of unhappiness on the face of every runner. The idea of getting on a plane and flying half way round the world to run is ridiculous. I always understood that the main point of running was to keep you healthy, not tired and looking ill.

Every year, more and more people decide to run a marathon, many of these for charity, though there must be easier ways of raising money. For some, simply running the distance is not enough – no, they want to do it in fancy dress!

(Source: adapted from *The Independent* 9 November 2009 by Dom Joly)

(d) (i) Using the article, which **two** of these reasons are **most likely** to motivate people to run a **marathon** through the streets of New York?

Choose **two** answers from A, B, C and D. Mark your answers with a cross in two boxes only.

(2)

- A** Health and fitness
- B** Relaxation
- C** Challenge
- D** Education





Read the following information before answering Question 4.

### Llandudno-‘Wales’ Premier Resort’

Llandudno – How seaside towns are meant to be...

Fancy stretching your legs on the longest pier in Wales? Or a picnic on our Blue Flag beach? Or take a ride up the Great Orme\* on our famous cable-car to the slopes of the cliff-top Ski and Snowboard centre? The centre is open all year round. Make sure to leave time for shopping, a night out at the theatre, or exploring the nearby Bronze Age copper mine.

Come in May, when we have our week-long Llandudno Festival. The main street is closed to traffic and filled with fairground rides, street entertainers and stalls.

With so much to see and do, we have a wide range of accommodation, from guesthouses to expensive 4 star hotels with stunning sea views.



(\*Llandudno’s famous hill on the coast)

(Source: adapted from [www.llandudno.com](http://www.llandudno.com) and [www.greatorme.org.uk](http://www.greatorme.org.uk))

4 (a) Name **one** seaside resort in the UK (other than Llandudno).

(1)

(b) Identify **two** examples of features in Llandudno which are usually found in most UK seaside resorts.

(2)

1 .....

2 .....



The 'Ski and Snowboard Centre' and the 'Llandudno Festival' will both attract tourists to Llandudno. Tourists can have impacts on the local community, and on the local environment.

(c) (i) Describe the **positive** impacts tourists may have on the **local community** in Llandudno.

(3)

.....

.....

.....

.....

.....

.....

.....

(ii) Describe the **negative** impacts tourists may have on the **local environment** in Llandudno.

(3)

.....

.....

.....

.....

.....

.....

.....

(d) Describe how seaside resorts such as Llandudno can remain 'sustainable'.

(2)

.....

.....

.....

.....

---

**(Total for Question 4 = 11 marks)**

---

**TOTAL FOR PAPER = 50 MARKS**

