

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Leisure and Tourism

Unit 1: The Leisure and Tourism Industry

Monday 14 May 2012 – 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 2(d) and 3(d). 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 ►

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PEARSON

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

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 **one** of the following is an example of a leisure facility?
Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Reading a book
- B Odeon Cinema
- C Thomas Cook Travel Agency
- D East Midlands Airport

Read the following information before answering question 1(b).

Welcome to the Bournemouth International Centre and the Pavilion

Bournemouth has always enjoyed a great reputation as a leisure and tourism destination.

Now even bigger and better than ever, The Bournemouth International Centre (BIC) and the Pavilion Theatre and Ballroom are venues for an extremely wide range of events and activities. These include shows, ballet, opera, parties and dinners, civil weddings, wrestling, ballroom dancing, and travel exhibitions.



(Source: © BH Live , © Bournemouth Tourism)



(b) Identify an activity that matches each of the following leisure and tourism components using the BIC information provided.

(4)

Sport and Physical Recreation

Arts and Entertainment

Accommodation and Catering

Travel Agents/Tour Operators

(c) Alex works for Air France as a member of the air cabin crew.
Describe the main duties he will have to undertake while working on a flight.

(3)

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Read the following information before answering question 1(d).

Arts and Crafts Holiday

Location: North East England

Duration: Five days, various dates in August.

Cost: £198 per adult and £150 per child, including accommodation, food and materials.

Use the seashore, woodland and countryside to inspire you to create sculptures. You will work both individually and as part of a group using natural materials. The holiday will start by looking at using different materials such as clay, willow and paper to create pots, masks, sculptures and willow lanterns.

Other activities include:

- making paper using flowers, leaves and recycled material
- creating driftwood art on the beach
- a picnic on the beach with a family competition such as sand sculptures
- making and painting sand pictures.

(Source: based on information from www.field-studies-council.org)

(d) Explain why this special interest holiday may attract families.

(3)

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(Total for Question 1 = 11 marks)



2 (a) Which **one** of these tasks would regularly be undertaken by the sales and marketing team of a visitor attraction?

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

(1)

- A** Recruiting new staff
- B** Paying bills
- C** Checking the safety of the rides
- D** Designing newspaper adverts

New technology has made it easier for customers to find out about visitor attractions and the products/services they offer.

(b) Describe the ways in which a visitor attraction could use new technology to make customers aware of its products/services. You may use an example in your answer.

(4)

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Read the following information before answering questions 2(c) and (d).

Welcome to The National White Water Rafting Centre



We are based in the Snowdonia National Park in North Wales. We opened in 1986 and we are now the largest and most respected white water rafting centre in the UK.

The 1 hour White Water Rafting Taster Session

This is an opportunity for individuals or groups over the age of 14 to experience the thrill of white water rafting on the river Tryweryn for the first time!

You will have two runs down the river in our 14-foot inflatable rafts, which hold seven people and a qualified guide.

Before you brave the water you will meet your guide who will give your group a full safety and instruction brief. Following this you will be kitted out in wetsuits and buoyancy aids, waterproof jackets, waterproof boots and helmets. Then, a minibus will take your group up to the start point where you will commence your first run down the rapids. Once you arrive at the end of your first run, you will be transported to the top of the course where your second run awaits.

The river is fast flowing and there are lots of large rocks to avoid. The steep course on the river is classed as a grade 3/4. (This is a worldwide accepted rating that grades the difficulty of rapids on a river. Grade 1 is gentle flowing water, and grade 6 is considered extremely dangerous.)

The **Taster** session operates both midweek and weekends.

The cost is £32.00 per person. Photographs of you on the raft can be bought for £5.00 per person.

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



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3 One of the reasons people travel is for 'educational purposes'.

(a) Which **one** of these holidays would be classed as 'educational'?
Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** A school trip to Stratford-upon-Avon to see a Shakespeare play.
- B** A business meeting in Madrid.
- C** Visiting your family in India.
- D** A beach holiday in Cornwall.

(b) Describe a sightseeing holiday and give an example.

(2)

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Read the following information before answering questions 3(c) and 3(d).

Welcome to the Caledonian Sleeper Train

The Caledonian Sleeper train operates six nights a week, Sunday to Friday. It runs between London and Inverness, Scotland. It stops at Preston in North West England and many other stations in Scotland.

Two types of cabin accommodation are available. All cabins are air-conditioned, non-smoking and offer a comfortable duvet, bedside lighting, wash basin and shaver point.



First Class cabin

First Class

- First class fares from London to Inverness are from £149.50 one way.
- Single first class cabins, with free hot or continental breakfast.

Standard Class

- Standard class fares from London to Inverness are from £110.00 one way.
- Twin standard class cabins, with free tea/coffee and shortbread biscuits. Breakfast costs extra.

Also available on the train:

- Reserved seats, with footrest, tray table and reading light. Food and drink can be purchased. Seat fares from London to Inverness are from £68.40 one way.
- Children aged 5 to 15 pay half price, and under 5s travel free.

Timetable	Monday – Friday	Sunday
Depart London Euston	21.15	20.55
Depart Preston	00.52	00.30
Arrive in Inverness, Scotland	08.35	08.35

(Source: Mark Smith – www.seat61.com, © ScotRail Railways)



(c) Journey time is an important factor when planning to travel.

(i) How long does the train journey take from London to Inverness on Mondays? (1)

(ii) How long does the journey take from Preston to Inverness on Sundays? (1)

*(d) Assess the suitability of the Caledonian Sleeper train service for customers travelling between London and Scotland.

In your answer you should consider:

- Business travellers
- Leisure travellers

(6)

(Total for Question 3 = 11 marks)



4 (a) Match each type of destination to **one** example, using an arrow as shown.
The first one has been done for you.

(3)

Destination Type	Example
Seaside Resort	Butlins, Bognor Regis
Purpose-Built destination	Chester
Historical and Cultural destination	Dartmoor
Countryside area	Great Yarmouth

(b) Describe the features of a purpose-built destination.

(2)

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(c) Tourism will have impacts on local communities.

Identify **three** negative impacts of tourism on local communities.

(3)

1

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2

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3

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Read the following information before answering questions 4(d) and 4(e).

Ecotourism



Ecotourism holidays are designed to be environmentally friendly. You may stay in accommodation built with local and natural materials. Many hotels are built using energy saving devices, like automatic lights and water-saving technology. The staff at your accommodation will be local people. An example of an ecotourism holiday could be a walking holiday or an animal conservation holiday with a local guide. Ecotourism tour operators will also often invest money in the local area, eg into schools or conservation projects. Most people think these holidays cost more, but this is not always the case.

(Source: www.ecotourismholidays.co.uk)

(d) Identify **two** features which characterise an ecotourism holiday.

(2)

1

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2

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(e) Akiko and her boyfriend Dan are keen to take an ecotourism holiday.

Explain the benefits of a holiday like this to both:

- the local people
- the local environment.

(4)

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(Total for Question 4 = 14 marks)

TOTAL FOR PAPER = 50 MARKS



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