

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Leisure and Tourism

Unit 1: The Leisure and Tourism Industry

Wednesday 9 January 2013 – 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 2(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 ►

P41084A

©2013 Pearson Education Ltd.

1/1/1



PEARSON

BLANK PAGE



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

(1)

- A** Lake Windermere
- B** The London Eye
- C** Birmingham Tourist Information Centre
- D** Total Fitness Health Club

(b) Name **two** examples of major theme parks.

(2)

- 1
- 2

(c) Define the term '*home-based leisure*' and give an example.

(2)

-
-
-

(d) Melanie works as a leisure centre assistant on the reception desk.

Describe Melanie's main duties.

(3)

-
-
-
-
-



Use the following information to answer Question 1(e).

**The Mayflower Theatre, Southampton
Programme January – May**

Month	Show	Type
January	Peter Pan South Pacific	Pantomime Musical
February	The Russian State Ballet Sister Act	Ballet/Dance Musical
March	Calendar Girls Derren Brown Welsh National Opera	Musical Illusionist/Magic Opera
April	Dirty Dancing	Musical
May	Oliver The Gruffalo	Musical Children's show

(Source: adapted from www.mayflowertheatre.org.uk/calendar)



BLANK PAGE



2 (a) The health and safety of customers is very important in the leisure and tourism industry.

Identify which **one** of these products/services a hotel **must** have to comply with health and safety legislation. Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** 24-hour reception desk
- B** Hearing aid loops
- C** Baby sitting/listening facilities
- D** Fire exits

(b) Match the job roles below with the functional areas of an organisation, by drawing a line. The first one has been done for you.

(3)

Job Role	Functional Area
Recruiting new staff	Sales and Marketing
Setting up databases for bookings	Finance
Calculating annual profits	Human Resources
Designing adverts for magazines	Information Technology (IT)

(c) Describe what is meant by the term '*marketing mix*'.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Read the following information before answering Question 2(d).

All leisure and tourism organisations have objectives to enable them to work effectively. They also have to respond to customer needs, such as a desire to get fit, as well as environmental pressures.

Pedal Peak District, a £2.25 million project

Pedal Peak District's Objectives

- To encourage more people to cycle
- To encourage regular cycling for fun, health and fitness
- To create a new 11-mile cycle route from Bakewell to Buxton
- To promote better public transport links to help reduce car use and carbon emissions

What's on Offer

- 58 miles (93 km) of new traffic-free cycle routes
- Free maps
- Four cycle hire centres which have toilets, car parking, refreshments and information. These are open daily from March to October, but have limited opening from November to February
- Hire cycles with baby seats; trailer bikes, child-size bikes and tandems
- Powered scooters are also available for the less mobile
- Half price cycle-hire vouchers offered for repeat visits



(Sources: text adapted from www.peakdistrict.gov.uk/cycle and image from www.buxtonadvertiser.co.uk)



3 (a) Which **one** of these would be the **main** motivation for a middle aged lady to go to a personal training session? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Entertainment
- B Social opportunities
- C Health and fitness
- D Spiritual well-being

Winston works for an insurance company. His job involves travelling all over the UK to visit customers in towns, cities and the countryside. Sometimes his partner joins him on a Friday and they have a relaxing weekend break together.

(b) Identify the **two** reasons for travel which are described.

(2)

- 1
- 2

(c) Winston usually travels by car.

Explain **two** advantages of travelling by car for Winston.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(d) Good airport security is very important for travellers. One security measure is the requirement for all passengers to have a passport or photo ID.

Explain how a passport or photo ID can help security at airports.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 3 = 11 marks)

4 (a) Name a UK example for each of the following types of destination.

(3)

Tourist Towns and Cities

.....

Countryside Areas

.....

Seaside Resorts

.....

(b) Define the term '*ecotourism*'.

(2)

.....

.....

.....

.....

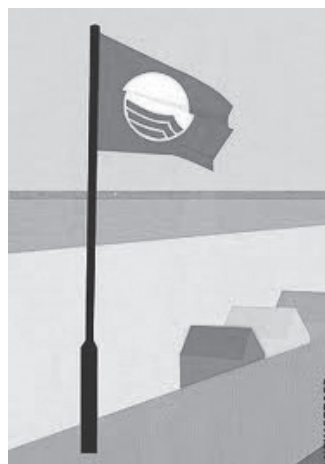


Read the following information before answering Questions 4(c) and (d).

Blue Flag Beaches

Blue Flag is an award scheme which acts as a guarantee that a beach is one of the best. To be awarded a blue flag a beach has to have:

- The highest quality of water, which should be sampled every 17 days
- Facilities and services, eg lifeguards, toilets, first aid equipment, car parking
- Environmental education programmes, information boards and maps
- Environmental management – regular cleaning, controlled waste disposal, litter bins, recycling



The Blue Flag award scheme has led to improvements in beach and water quality at some of the UK's seaside resorts.

(Source: Keep Britain Tidy, Sarah Callard / The Daily Telegraph)

(c) Many tourists will want to visit seaside resorts with a Blue Flag as they know the beach will be of a high standard.

Describe the positive impacts that having a Blue Flag beach may bring to:

(4)

The local community

.....

.....

.....

.....

The environment

.....

.....

.....

.....



(d) Apart from having a Blue Flag award for its beach, suggest other measures which a seaside resort could use to be more sustainable.

(3)

.....

.....

.....

.....

.....

.....

.....

(Total for Question 4 = 12 marks)

TOTAL FOR PAPER = 50 MARKS



BLANK PAGE



BLANK PAGE



BLANK PAGE

Every effort has been made to contact copyright holders to obtain their permission for the use of copyright material. Edexcel, a product of Pearson Education Ltd. will, if notified, be happy to rectify any errors or omissions and include any such rectifications in future editions.

