

Write your name here

Surname

Other names

**Pearson**  
**Edexcel GCSE**

Centre Number

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Candidate Number

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# Leisure and Tourism

## Unit 1: The Leisure and Tourism Industry

Friday 23 May 2014 – Afternoon  
**Time: 1 hour**

Paper Reference

**5LT01/01**

**You will need a calculator.**

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(c). 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**

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Answer ALL 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 a **leisure facility**? Choose **one** answer, A, B, C or D, and put a cross in the box. (1)

- A Watching TV
- B Adventure playground
- C Swimming
- D Eating out

(b) Describe the products/services provided by an art gallery. (3)

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(c) There are many different types of holiday.  
Choose **one** of the following and indicate your choice with a cross in the box.

- Inbound
- Outbound

Describe your chosen holiday type. Include an example in your response. (2)

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Read the following information before answering Questions 1(d) and (e).

**Victoria Leisure Centre**

Over £9 million has been invested to transform Victoria Leisure Centre into a top class venue.

It has:

- 70 exercise machines – the latest equipment as used by Team GB 2012
- a 6 lane 25m swimming pool with a children’s fun splash area
- a teaching pool
- a multi-activity studio
- a sauna and steam rooms.

It also offers a wide selection of fitness classes including Zumba; Bums, Tums and Thighs; Pilates; Boxercise; Pole Fitness; Aqua Aerobics and Aerobics especially for the 50+ age group.

(Source: adapted from [www.nottinghamcity.gov.uk/index.aspx?articleid=184](http://www.nottinghamcity.gov.uk/index.aspx?articleid=184))

(d) Hoshida works at Victoria Leisure Centre as a leisure centre assistant.

Other than running fitness classes, describe the other duties she may also have to do as part of her job role.

(3)

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\*(e) Evaluate the facilities and the range of activities offered by Victoria Leisure Centre.

In your answer you should refer to:

- the suitability of the facility and activities for different types of customer
- how the facilities and activities could be improved.

(6)

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**(Total for Question 1 = 15 marks)**



Read the following information before answering Questions 2(a), (b), (c) and (d).

### Welsh Mountain Zoo

Our conservation zoo is located in North Wales, near Colwyn Bay. It has panoramic views, breathtaking scenery and beautiful gardens. Spend a lovely day learning about many rare and endangered species from around the world including snow leopards, chimpanzees, red pandas and Sumatran tigers!



Enjoy our Penguin Parade, Chimp Encounter, Bear Falls, Condor Haven and the Children's Farm plus much more. Visit the 'Sea Lions Rock' and watch our California sea lions being trained. Enjoy the exciting and extensive Jungle Adventureland and Tarzan Trail Adventure Playground.

The Welsh Mountain Zoo is open every day except Christmas Day.

#### Standard Admission Rates

Adult (16+ years) – £9.95  
Children (3–15 years inclusive) – £7.50  
Family Ticket (2 adults and 2 children) – £31.40  
Seniors – £8.80  
Students – £7.50  
Under 3s – FREE

#### Group Admission Rates (10 or more)

Adult – £8.20  
Children – £5.90  
Seniors – £5.90  
Students – £5.90  
Under 3s – FREE



Tickets can be bought in advance on the internet or on the day at the Zoo.

(Source: adapted from [www.welshmountainzoo.org](http://www.welshmountainzoo.org))

2 (a) Which of these would be the best example of a 'not for profit' objective for the Welsh Mountain Zoo? Choose **one** answer, A, B, C or D, and put a cross in the box.

(1)

- A To increase visitor numbers
- B To increase income by 10%
- C To improve awareness of animal conservation
- D To be the 'number one' zoo in Wales



(b) Describe the function of the human resources (HR) department at visitor attractions such as the Welsh Mountain Zoo.

(2)

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(c) The marketing mix is known as the 4Ps. Using the information provided on the Welsh Mountain Zoo, identify **one** example for each of the following.

(3)

Product

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Price

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Place

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(d) Visitor attractions use up-to-date business systems.

Explain how the Welsh Mountain Zoo could use computerised records and/or electronic databases.

(3)

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

### Welsh Mountain Zoo's Animal Encounter

This is a scheme where visitors, aged 7 years and above, can meet and feed an animal at the Welsh Mountain Zoo.

At all times strict health and safety and animal welfare rules must be followed.

Visitors should always:

- follow the instructions given by the keeper
- only use food provided by the keeper
- wear the protective disposable gloves provided and use the anti-bacterial hand gel.

Visitors can meet and feed one of the following:

- Meerkat
- Sumatran tiger \*
- Humboldt penguin
- California sea lion \*
- Andean condor \*
- Bird of prey

At all times there will be a protective safety barrier between visitors and the animals indicated \*

(Source: adapted from [www.welshmountainzoo.org](http://www.welshmountainzoo.org))

(e) Explain why it is important that the zoo has health and safety rules for visitors taking part in the Animal Encounter.

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(Total for Question 2 = 13 marks)





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3 John and Julie, a couple in their fifties, are travelling from their home in Leeds to Dublin for the wedding of their nephew who lives there. They are taking Julie's father, Kevin, aged 80, with them. They will be staying for five nights from Wednesday to Monday.

(a) Which of these is the main reason for their journey? Choose **one** answer, A, B, C or D, and put a cross in the box.

(1)

- A Educational purposes
- B Visiting tourist attractions
- C Sightseeing
- D VFR

They are considering these two travel options.

<b>Option 1 – Drive and Ferry</b>			
<b>Details</b>	<b>Miles</b>	<b>Cost</b>	<b>Journey time</b>
Drive from Leeds to Holyhead to catch a ferry	163 miles	Petrol £25	3 hours
Ferry from Holyhead to Dublin		£166 for 3 people and car	Sailing is 1 hour and 50 minutes plus 30 minutes check-in time
Ferry from Dublin to Holyhead		£166 for 3 people and car	Sailing is 1 hour and 50 minutes plus 30 minutes check-in time
Drive from Holyhead to Leeds	163 miles	Petrol £25	3 hours
<b>Option 2 – Fly and Hire Car</b>			
Taxi, from home, to and from the airport	8 miles	£15 each way	15 minutes
Return flights from Leeds to Dublin		Total cost for 3 passengers £258.00	Flight 1 hour and 15 minutes, plus 1 hour check-in time
Additional costs		£30 per suitcase return Booking fee £36	
Hire car for 5 days		£111.00	

(Sources: [www.irishferries.com](http://www.irishferries.com); [www.ryanair.com](http://www.ryanair.com); [www.rentalcars.com](http://www.rentalcars.com))



(b) (i) Calculate the total cost of **Option 1**.

(1)

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(ii) Calculate the total cost of **Option 2** (excluding suitcases).

(1)

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(iii) Calculate the total journey time from Leeds to Dublin for **Option 1**.

(1)

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(iv) Calculate the total journey time from Leeds to Dublin for **Option 2**.

(1)

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\*(c) Choose **one** of the two travel options for John, Julie and Kevin. Explain why your choice would be the most suitable travel option for them.

You may wish to consider:

- cost/fares
- convenience and journey time
- any other factor you think is appropriate.

Indicate your chosen travel option with a cross in the box.

Option 1 – Drive and Ferry

Option 2 – Fly and Hire Car

(6)

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**(Total for Question 3 = 11 marks)**



4 (a) Which of these destinations is **not** a major business travel destination? Choose **one** answer, A, B, C or D, and put a cross in the box.

(1)

- A Belfast
- B Llandudno
- C Birmingham
- D London

(b) Identify **two** key features of business travel destinations.

(2)

1 .....

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2 .....

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'Historical and cultural' is another type of destination.

(c) Name **two** examples of historical and cultural destinations in the UK.

(2)

1 .....

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2 .....

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Read the following information before answering Question 4(d).

### Matava Resort, Fiji

Find your spirit of adventure as you experience the beauty of a remote unspoilt tropical Fijian island. No roads, no noise, no stress! You will stay in traditional thatched accommodation overlooking the jungle and lagoon. We use solar power for lighting and hot water. A wide selection of activities are on offer, such as snorkelling, kayaking, exploring jungle trails, picnicking on deserted beaches or just relaxing in the spa.



We cater for a maximum of 22 guests, and offer the finest international cuisine.

We have a waste management programme based on sorting and recycling. A marine reserve has been created. Villagers can also become involved in the resort by working as guides and taking part in cultural performances.

We provide our guests with clear guidelines which cover issues such as not littering. We encourage guests to buy local crafts and provide opportunities for them to interact with local people.

(Source: <http://matava.com/matava>)





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