

GENERAL CERTIFICATE OF SECONDARY EDUCATION LEISURE AND TOURISM: DOUBLE AWARD

4875

Unit 1: Investigating Leisure and Tourism

WEDNESDAY 13 JUNE 2007

Afternoon

Time: 1 hour 30 minutes

No additior Candidates	nal materials are required. s answer on the question paper.	
Candidate Name		
Centre Number		Candidate Number

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the boxes above.
- Answer all the questions.
- Use blue or black ink.
- Read each question carefully and make sure you know what you have to do before starting your answer.

- Do **not** write in the bar code.
- Do **not** write outside the box bordering each page.
- WRITE YOUR ANSWER TO EACH QUESTION IN THE SPACE PROVIDED. ANSWERS WRITTEN ELSEWHERE WILL NOT BE MARKED.

INFORMATION FOR CANDIDATES

The number of marks for each question is given in brackets [] at the end of each question or part question.

The total number of marks for this paper is 100.

FOR EXAMINER'S USE		
1		
2		
3		
4		
TOTAL		

This document	consists	of 12	printed	pages

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Study Fig. 1 which gives information about Ashdown Forest Llama Park and answer the questions which follow.

Ashdown Forest Llama Park



History

The new visitor centre was opened in spring 2001. There are three original buildings. One is now the museum, one the goat house and one the shop. There are now more than 100 llamas and alpacas at the Park.

Llama Walking

You can now take a llama for a relaxing walk in private grounds set in the beautiful Ashdown Forest. A 'Llama Walk' voucher makes an unusual gift for birthdays, anniversaries, Christmas, retirements etc.

Park Facilities

- 30 acres of beautiful countryside
- Alpaca Knitwear & Gift Shop
- Farm Trail
- 'World of Wool' Museum
- Weather Station
- Adventure Play Area
- Picnic Area
- Coffee Shop

Our environmental policy

We are committed to a policy of sustainability and the Park is run to minimise its impact on the countryside, to maximise energy efficiency and to recycle as much waste and packaging as possible. We use a minimal amount of chemicals and artificial fertilisers on the land. Our Coffee Shop uses as much local produce as possible and now offers some organic options. We use Fair Trade Tea and Coffee.

Admission Prices 2005:

Adults £4.50 Children £3.75 Senior Citizens £3.75

There is no admission charge for entry into the Shop, Coffee Shop & Visitor Centre.

Directions: located beside the A22, 300 yards south of the junction with the A275, and roughly midway between East Grinstead and Uckfield. If coming from the M25 leave at Junction 6 and head south towards Eastbourne. Stay on the A22 and you can't miss us!

Public Transport

Visiting the Park by Public Transport is difficult but not impossible - it will involve a short taxi journey.

Source: Ashdown Forest Llama Park, www.llamapark.co.uk

(a)	Identify four different leisure facilities that can be enjoyed at Ashdown Forest Llama Park.
	1
	2
	3
	4[4]
(b)	Explain how each of the following factors may influence the decision to visit a leisure attraction such as the Ashdown Forest Llama Park.
	Age group
	[2]
	Income
	[2]
	Special needs
	[2]
(c)	Using examples, explain how the location of leisure facilities influences peoples' decision to take part in leisure activities.
	[6]

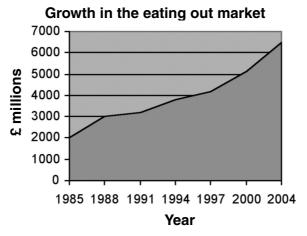
(d)	The Llama Park has a policy to help reduce impacts on the local environment.
	Using a region, town or city with which you are familiar, discuss the environmental impacts of leisure development.
	Name of region, town or city
	[9]

[Total: 25]

Ca	tering	g is an important component of the leisure industry.	
(a)	(i)	Identify two different types of 'take-away' catering establishment.	
		1	
		2	[2]
	(ii)	Identify a type of customer who may choose 'take-aways' and explain why.	
		Type of customer:	
		Explanation	
			[3]
(b)	(i)	Identify two other types of catering establishment. These must be different to your answer given in 2(a).	
		1	
		2	[2]
	(ii)	Identify a type of customer who may choose to use one of these and explain why.	
		Type of customer:	
		Explanation	
			[3]

(c)	Using an example you have studied, explain how leisure centre facilities have developed their catering services.
	[6]

(d) Study Fig. 2 which shows the growth in the eating out market.



Source: Office for National Statistics, Mintel, Company Information and Estimate, www.statistics.gov.uk

Fig. 2

Discuss how and why provision has changed in the catering industry during the last 20 years.
[9]
[v]

[Total: 25]

3 There are many different jobs in the leisure and tourism industries. Fig. 3 shows a variety of different jobs in the travel and tourism industry.

Air cabin crew	Campsite administrator	
Business travel agent	Chalet staff	
Castle guide	Resort manager	
Product manager	Ski guide	
Ticket seller	Water sports instructor	

Fig. 3

	9. 0	
(a)	For each of the following components of the travel and tourism industry, identify one job from Fig. 3.	эm
	Tour operator	
	Transportation	
	Accommodation and catering	
	Attractions	[4]
(b)	Explain each of the following components of the travel and tourism industry.	
	Tour operators	
		[2]
	Tourist information services	
		[2]
	Guiding services	
		[2]
(c)	Explain the role of a conference organiser.	

	[6]
(d)	Discuss the reasons why many people still prefer to use a travel agency to book their holiday, rather than using the Internet.
	[9]

4 Study Fig. 4 which shows an extract from a ski holiday brochure.

Activity Holidays in Austria



© iStockphoto.com/Hermann Danzmayr

Accommodation

Accommodation	Hotel Grand	Chalet Zara	Chalet Wolfgang	Seeblick Apartments
Board Basis	Half Board	Catered	Room only	Self Catering
No. of Nights	7	7	7	7
Prices based on	Twin	Twin	Twin	4 Sharing

Flight Supplements (£)

Departure	Day	Low Season	Mid Season	High Season
Gatwick	Sat	0	0	0
Birmingham	Sat	20	30	40
Manchester	Sat	30	40	50
Edinburgh	Sat	40	50	60

Transport options – deduct the prices below from the per person brochure price (£)

	Arrival in resort	Low Season	Mid Season	High Season
Self Drive	Sat	80	90	100
Eurostar	Sat	70	80	90

Fig. 4

(a)	can be taken.
	1
	2
	3
	4[4]
(b)	Describe what is meant by each of the following tour operator terms.
	Self Catering
	[2]
	Room Only
	[2]
	Flight Supplement
	[2]
(c)	Holiday makers could travel to the Austrian activity holiday shown in Fig. 4 by one of three modes of transport. Choose one mode of transport from Fig. 4 and explain the advantages and disadvantages of using this type of transport to reach a ski holiday destination.
	Mode of transport:
	[E]
	I D

d)	Discuss the factors that might influence a family to take a winter ski holiday rather than a summer sun holiday.
	Name of destination:
	[9]
	{Total: 25]

Copyright Acknowledgements:

Fig. 1 Text and image

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Fig. 2 Graph

Source: Office for National Statistics, Mintel, Company Information and Estimate, www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller of HMSO and the Queen's Printer for Scotland.

Fig. 4 Image

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