

**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 additional materials are required.  
Candidates answer on the question paper.



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**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	
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<b>TOTAL</b>	

This document consists of **12** printed pages.

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

## Ashdown Forest Llama Park



**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](http://www.llamapark.co.uk)

**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

Fig. 1

(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 .....  
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..... [2]

Income .....  
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..... [2]

Special needs .....  
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..... [2]

(c) Using examples, explain how the location of leisure facilities influences peoples' decision to take part in leisure activities.

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2 Catering 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 .....

.....

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.....[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 .....

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.....[3]





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**

(a) For each of the following components of the travel and tourism industry, identify **one** job from Fig. 3.

- 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 .....  
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.....[2]
- Guiding services .....  
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(c) Explain the role of a conference organiser.

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

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[Total: 25]

[Turn over

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) Skiing is an example of an activity holiday. Identify **four** further types of activity holidays that 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: .....  
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