

GENERAL CERTIFICATE OF SECONDARY EDUCATION LEISURE AND TOURISM: DOUBLE AWARD

4875

Unit 1: Investigating Leisure and Tourism

FRIDAY 11 JANUARY 2008

Morning

Time: 1 hour 30 minutes

Candidates answer on the question paper

Additional materials: No additional materials are required



Candidate Forename				Candidate Surname			
Centre Number				Candidate Number			

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer all the questions.
- Do not write in the bar codes.
- Do **not** write outside the box bordering each page.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined pages at the back of this booklet. Answers on these
 pages must be clearly numbered.

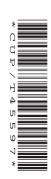
INFORMATION FOR CANDIDATES

- 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 EXAM	FOR EXAMINER'S USE		
1			
2			
3			
4			
TOTAL			

	This document	consists of 1	4	printed	pages	and 2	lined	pages
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1 Study Fig. 1 and answer the questions below.





The Olympic Games 2012 will increase the rate of development of the leisure industry in the UK. The event will offer many leisure related businesses the chance to develop, as well as giving the people of the UK other benefits in terms of transport development.

Visitors to the Olympic Games will use facilities from many business sectors, including catering, accommodation, merchandise, retail, financial services, media and creative industries. These will be required across the whole of the UK, not just in London.

There are plans to create a network of giant outdoor projection facilities which will bring all the action and entertainment of the Olympics to massive local audiences, at prime sites throughout the country.

Fig. 1

 spectators.
Event 1:
Event 2:
Event 3:

Event 4:[4]

(a) Identify four leisure events (other than the Olympic Games) which attract large numbers of

Description: Component 2: Description: Component 3: Description: [6] [6] [6] Explain how tourists may link leisure and tourism during the 2012 Olympic Games.	(b)	Identify and describe three key components of the leisure industry with which the Olympic Games could be connected.
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	(c)	Explain how tourists may link leisure and tourism during the 2012 Olympic Games.
	(-,	
r,		[A]

(d)) Discuss how sport and physical recreation facilities, in an area you have studi changed during the last 20 years.	ed,	have
			[9]

[Total: 25]

2 Study Fig. 2 and answer the questions below.



The Seven Sisters Country Park is a large country park situated in Sussex. The Park is located on the South Downs and forms part of Britain's heritage coastline. The park gives visitors access to a coastline with steep white cliffs, rugged pathways and a river.

It is possible to take part in many different leisure activities in the area. These include some extreme activities such as paragliding and hang gliding.

Fig. 2

(a)	Identify four countryside recreation activities.
	Activity 1:
	Activity 2:
	Activity 3:
	Activity 4:[4]
(b)	Describe how an area, such as the South Downs, can be a good location for each of the following types of people who take part in leisure activities.
	Families with young children:
	Teenagers:
	Over 60s:
	[6]

(c)	Explain how a Park, such as the Seven Sisters Country Park, can make activities accessible for physically disabled visitors.
	[6]

(d)	Discuss the job role and skills of a park ranger.
	[9]

[Total: 25]

3 Study Fig. 3 and answer the questions below.

A number of travel and tourism company logos

	e been removed because of copyriquel and tourism companies are lister	
FIRST CHOICE	GLOBAL HOLIDAYS	TUI
STA TRAVEL	THOMAS COOK	HOLIDAYCO
MY TRAVEL	STATESMAN TRAVEL LIMITE	D

Fig. 3

(a)	Using Fig. 3 , identify which of the travel and tourism companies were considered to be the 'big four' tour operators.
	1:
	2:
	3:
	4:[4]
(b)	Identify and describe three types of service provider with which tour operators work when putting together package holidays.
	Provider 1:
	Description:
	Provider 2:
	Description:

	Provider 3:	
	Description:	
		[6]
(c)	Explain the skills which are required by someone wishing to become a travel consultant.	
		[6]

(d)	Compare the booking of a holiday through a travel agency with booking a holiday using the Internet.
	[9]

[Total: 25]

4 Study Fig. 4 and answer the questions below.

A list of popular UK tourist destinations

Bath	Birmingham	Blackpool
Brighton	Canterbury	London
Margate	Newquay	York

Fig. 4

(a)	Using Fig. 4 identify four UK coastal holiday destinations.
	1:
	2:
	3:
	4:[4]
(b)	Describe the following three duties which may be carried out by a resort representative.
	Airport transfers:
	Kids club host:
	Resort manager:
	[6]

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•	Explain why a family might choose an all inclusive package holiday.
	[6

(d)	Discuss the advantages and disadvantages of the services provided for travellers using a low cost airline such as easyJet or Ryanair when going on holiday.
	[9]
	[Total: 25]

If you use these lined pages you must write the question number next to your answer.	
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Fig. 2 Source: Sevens Sisters Country Park, <u>www.sevensisters.org.uk</u>

Fig. 3 Source: First Choice, www.firstchoice.co.uk; global holidays, www.globalholidays.co.uk; Thomson Holidays, a division of TUI UK Ltd,

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