

**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 EXAMINER'S USE	
1	
2	
3	
4	
<b>TOTAL</b>	

This document consists of **14** printed pages and **2** lined pages.

1 Study **Fig. 1** and answer the questions below.

**The Olympic Games 2012**



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**

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

Event 1: .....

Event 2: .....

Event 3: .....

Event 4: .....[4]

(b) Identify and describe **three** key components of the leisure industry with which the Olympic Games could be connected.

Component 1: .....

.....

Description: .....

.....

Component 2: .....

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Description: .....

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Component 3: .....

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Description: .....

.....[6]

(c) Explain how tourists may link leisure and tourism during the 2012 Olympic Games.

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2 Study Fig. 2 and answer the questions below.

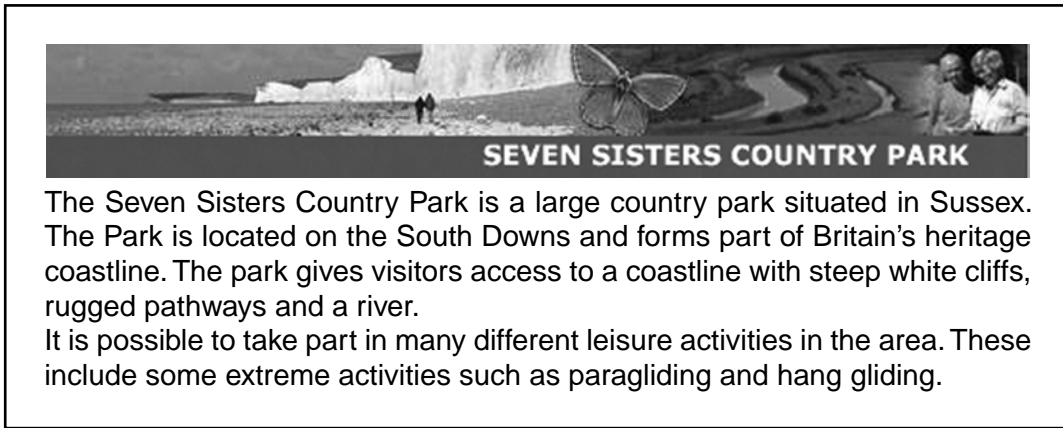


Fig. 2

(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.

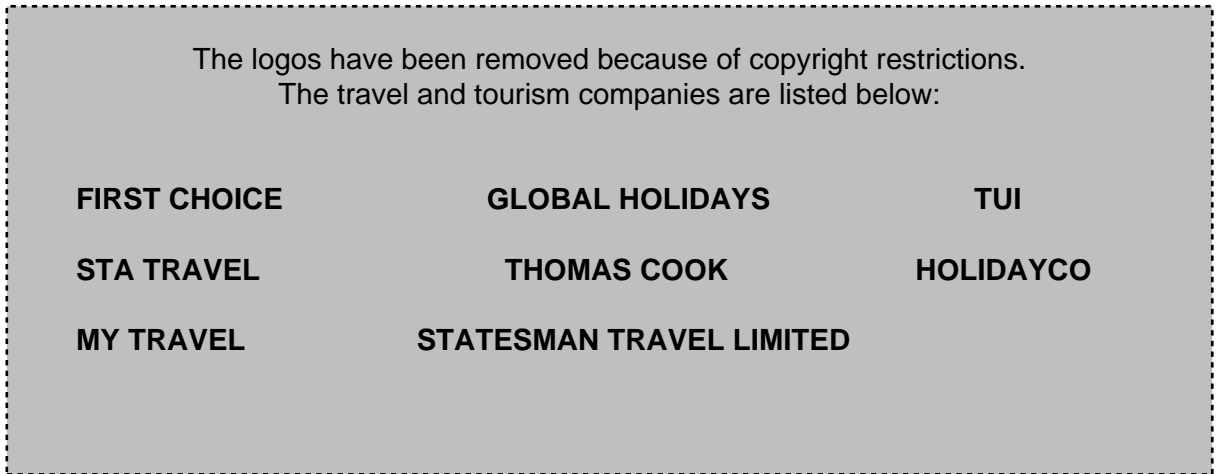
- Families with young children: .....
- .....
- .....
- .....
- Teenagers: .....
- .....
- .....
- .....
- Over 60s: .....
- .....
- .....
- .....[6]





3 Study **Fig. 3** and answer the questions below.

**A number of travel and tourism company logos**



**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: .....

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Description: .....

.....[6]

**(c)** Explain the skills which are required by someone wishing to become a travel consultant.

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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: .....

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Kids club host: .....

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Resort manager: .....

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.....[6]









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*Copyright Acknowledgements:*

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Fig. 2 Source: Sevens Sisters Country Park, [www.sevensisters.org.uk](http://www.sevensisters.org.uk)  
Fig. 3 Source: First Choice, [www.firstchoice.co.uk](http://www.firstchoice.co.uk); global holidays, [www.globalholidays.co.uk](http://www.globalholidays.co.uk); Thomson Holidays, a division of TUI UK Ltd, [www.thomson.co.uk](http://www.thomson.co.uk); STA Travel, [www.statravel.co.uk](http://www.statravel.co.uk); Thomas Cook, [www.thomascook.com](http://www.thomascook.com); Holidayco, [www.holidayco.co.uk](http://www.holidayco.co.uk); My Travel, [www.mytravel.com](http://www.mytravel.com); Statesman Travel Limited, [www.statesman-travel.co.uk](http://www.statesman-travel.co.uk)

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