



**GENERAL CERTIFICATE OF SECONDARY EDUCATION
LEISURE AND TOURISM**

B181

Understanding the Leisure and Tourism Industries

Candidates answer on the Question Paper

OCR Supplied Materials:
None

Other Materials Required:
None

**Tuesday 12 January 2010
Afternoon**

Duration: 1 hour 30 minutes



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use 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.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- The quality of written communication will be taken into account in marking your answer to the question marked with an asterisk (*).
- This document consists of **20** pages. Any blank pages are indicated.

1 (a) A tenpin bowling venue is a facility which provides entertainment.

(i) Identify **four** other types of facility which provide entertainment.

1:

2:

3:

4: [4]

(ii) Other than toilets, identify and describe **two** products/services usually provided in tenpin bowling venues.

1:

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..... [4]

(iii) Explain why people might visit a tenpin bowling venue for **each** of the following reasons.

Variety of entertainment:

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Socialising:

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..... [4]

(b) (i) A sports centre is an example of a type of organisation providing leisure facilities. Identify **four** other types of organisation which provide leisure facilities.

1:

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4: [4]

(ii) Identify and describe **two** jobs which might be available in the leisure component of the leisure and tourism industries.

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[Total: 20]

2 Fig. 1 shows an advertisement for a hotel group.

HRS Hotels

Where your visit is our pleasure

Idyllic summer mountain breaks



Only £119 per person per night B&B

At HRS Hotels we pride ourselves on our stunning and historic hotels, so you will always enjoy a truly unique experience – whether your stay is for leisure or business. Choose a 4 luxury hotel in a busy city centre or relax in a beautiful country setting.*

HRS Hotels for Leisure or Business

Whatever your reason, whichever hotel you choose, you will find something to suit you such as activities that help relax your body and mind. Whether you enjoy the gym, the swimming pool, the spa centre or use the conference centre, we will make your stay a pleasure.

Special offers: Golf breaks – enjoy free golf at selected hotels during May and June

Fig. 1

(a) Identify **two** visitor types which are targeted in the advertisement shown in **Fig. 1**.

- 1:
- 2: [2]

HRS hotels want to develop a new 'honeymoon package'.

(b) Identify and describe **two** key operational tasks which might be carried out when developing this new package.

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(c) Identify and describe **two** measures which HRS hotels should take to protect guests and staff from the risk of fire.

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..... [10]

[Total: 20]

3 (a) (i) In which country would you find **each** of the following:

Sydney Harbour Bridge:

Euro Disney: [2]

(ii) Identify and explain the main reason tourists visit **each** of the following:

Sydney Harbour Bridge:

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Euro Disney:

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- (b) (i) A family of two adults and two children aged seven and nine wish to take a holiday at Euro Disney.

Explain **one** advantage to this family of flying to Paris for a trip to Euro Disney rather than driving.

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[Total: 20]

4 **Fig. 2** shows the percentage of beds occupied on average per night in the UK over a year in each type of accommodation (occupancy) 2004–2008.

UK annual bedspace occupancy 2004 - 2008 (by type of accommodation)

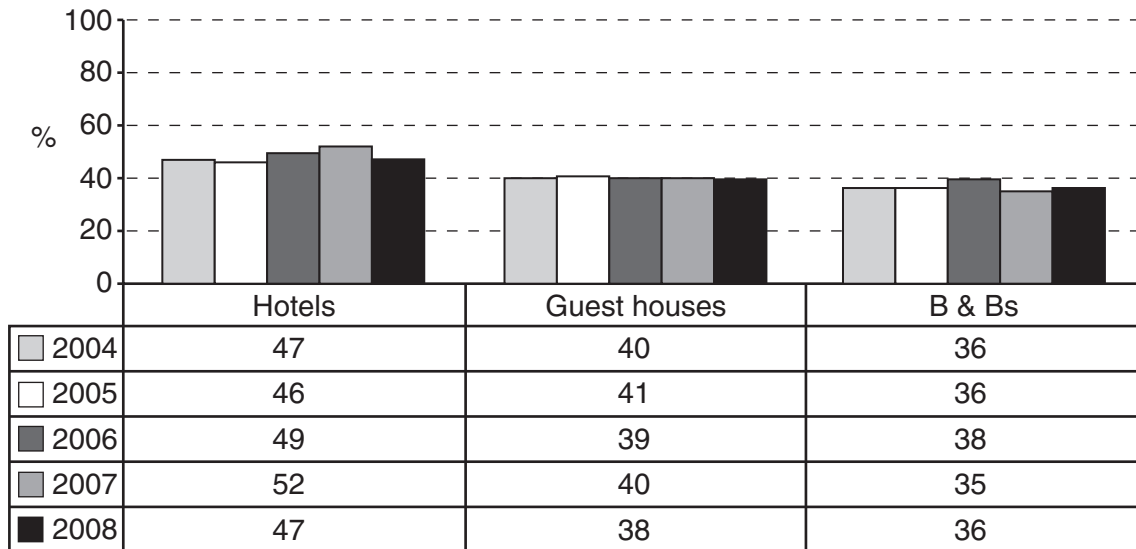


Fig. 2

(a) Name **two other** types of accommodation.

1:

2: [2]

(b) (i) Which type of accommodation had the highest occupancy every year?

..... [1]

(ii) Which type of accommodation had the lowest occupancy every year?

..... [1]

(c) (i) What is meant by a guest house?

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 [2]

(ii) Describe the trend in guest house occupancy over the period 2004 to 2008.

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Please refer again to Fig. 2.

UK annual bedspace occupancy 2004 - 2008 (by type of accommodation)

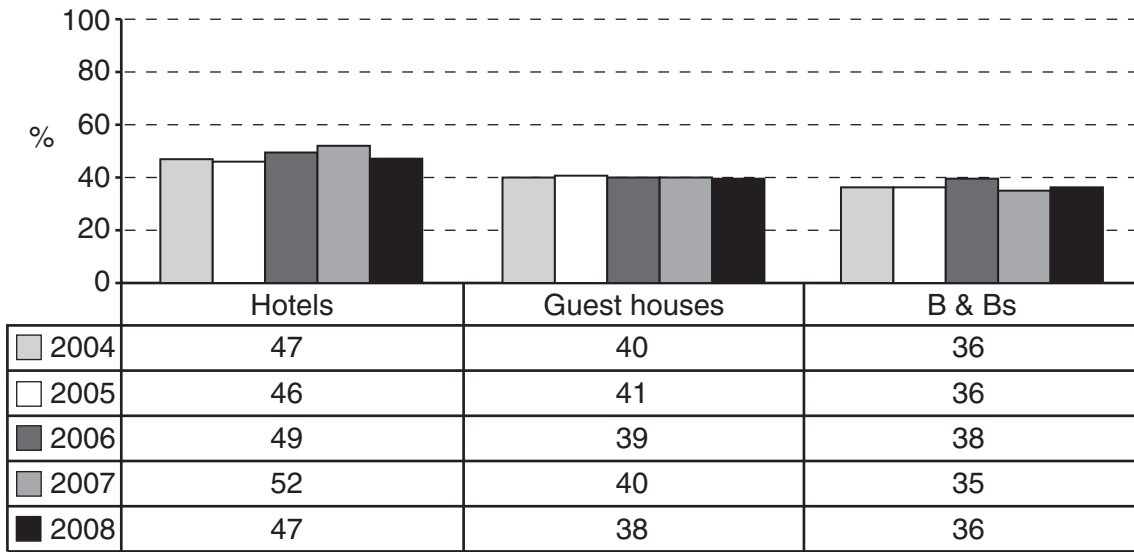


Fig. 2

(d) Assess the likely causes of the trends shown above.

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[Total: 20]

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