



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

Monday 17 May 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. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

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 your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

Leisure is one component of the leisure and tourism industries for which there are a number of providers. One example of a provider is an indoor winter sports facility.

Many winter sports can be enjoyed at indoor winter sports facilities in the UK.

1 (a) (i) Identify **four** winter sports which can be enjoyed indoors.

1:

2:

3:

4: [4]

(ii) Describe a typical indoor winter sports facility.

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..... [4]

An indoor winter sports facility will have many potential hazards.

(iii) Identify **two** potential health and safety hazards which might exist within an indoor winter sports facility.

1:

2: [2]

2 Fig. 1 is a Zooland marketing leaflet.

Welcome to

Zooland

The National Times

One of the UK's top

20

days out

Voted one of the top 20 recreational days out for children

HERE AT ZOOLAND WE HAVE CREATED A TOTALLY ANIMAL AND CHILD FRIENDLY ENVIRONMENT

YOUR VERY OWN PARTY IN THE PARK

Why not become a zoo keeper for your special day?

WORK IS FUN EVERYDAY

We have job vacancies and career opportunities. For current vacancies look at our website which is updated every day.

LEARN WHILE YOU HAVE FUN

Come and visit our interactive learning environment where you can talk to the animals, ask the zoo keepers questions and watch the animals go about their daily routines.

Fig. 1

Refer to Fig. 1.

- (a) (i) Identify **two** visitor groups which are targeted in the marketing leaflet shown in Fig. 1. Place a tick against each of the **two** visitor groups. [2]

Group	Place a tick (✓)
Families	
Couples	
Single adults	
School groups	

.....

.....

..... [6]

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

Coliseum?

Victoria Falls? [2]

(ii) Identify, with an example, the reason why tourists visit each of the following destinations.

New York:

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Snowdonia:

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..... [4]

(b) Explain **two** reasons why a couple may choose to travel to Spain by car for a holiday.

1:.....

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2:.....

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..... [4]

(c)* Evaluate the appeal of a holiday in Majorca to a family with young children.

A series of 24 horizontal dotted lines for writing.

.....

.....

..... [10]

[Total: 20]

4 Fig. 2 is a table showing holiday nights in the UK, 2007.

Type of Accommodation	Total amount spent (£m)	Total number of nights (000's)	Average amount spent per night (£)	Total number of visits (000's)
Hotel/Guest house	7916	57174	138.45	14156
Bed and breakfast	488	7078	68.95	1174
Camping/Mobile home	146	4182	34.91	394
Hostel	829	15680	52.87	1203
Holiday village/ Centre	27	576	46.87	67
Rented house	971	25695	37.79	836
Paying guest staying with relatives or friends	385	8240	46.72	567
Non paying guest staying with relatives or friends	4207	121272	34.69	11944
Own holiday home	402	5169	77.77	446
Other	328	6452	50.84	2073
All staying visits	15699	251518	62.42	32860

Fig. 2

Refer to Fig. 2.

(a) (i) What is meant by each of the following types of accommodation:

Holiday village?

.....

Mobile home?

.....
 [2]

(ii) Which type of accommodation has:

The highest total spend?

The lowest spend per night? [2]

At some times of the year, campsites are very popular. At other times of the year this is not the case.

(iii) Explain **two** reasons why this trend occurs.

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2:

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[6]

Type of Accommodation	Total amount spent (£m)	Total number of nights (000's)	Average amount spent per night (£)	Total number of visits (000's)
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Fig. 2

Refer again to Fig. 2.

(b) Analyse the data in **Fig. 2** and draw conclusions about the average spend per night for the different types of accommodation.

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..... [10]

[Total: 20]

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