

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 11 January 2011
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, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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).
- Answer **all** the questions.
- Do **not** write in the bar codes.

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 **16** pages. Any blank pages are indicated.

3 Fig. 2 shows the organisational structure for a bowling centre.

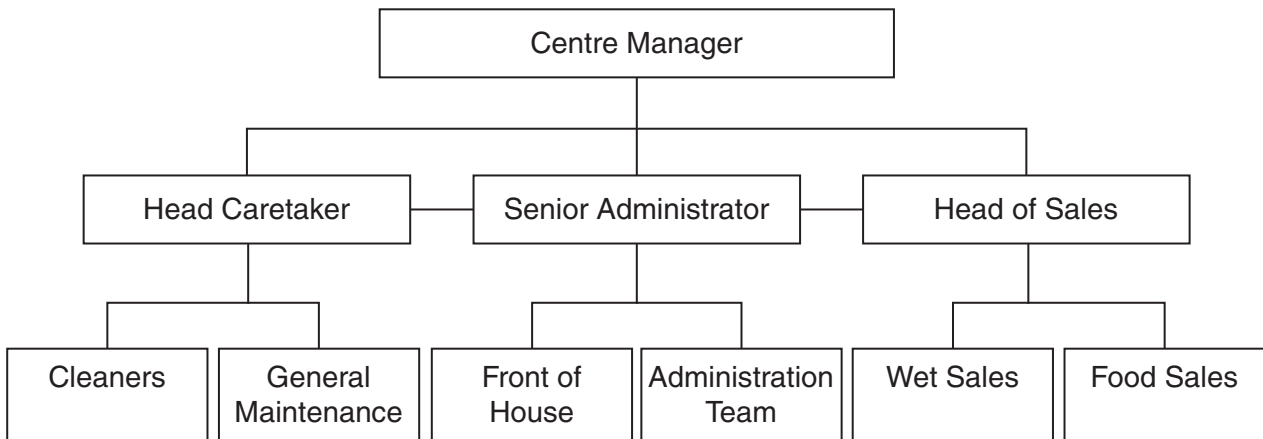


Fig. 2

(a) (i) Name **two** types of organisational structure.

1:

2: [2]

(ii) Give **two** advantages to an organisation of using the type of structure shown in Fig. 2.

1:

.....

2:

..... [2]

(iii) Other than Head of Sales, give **two** jobs which might be included in the sales functional area of a leisure and tourism organisation.

1:

2: [2]

(b) Describe the role of each of the following functional areas in a leisure and tourism organisation.

- Caretaking

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- Administration

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- Sales

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[6]

4 (a) (i) In which country would you find each of the following?

The Silk Road

Whistler [2]

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

Rio de Janeiro

.....

.....

.....

Agra

.....

.....

..... [4]

(b) Explain **two** reasons why a special interest group may choose to travel to Cairo for a holiday.

Reason 1

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.....

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Reason 2

.....

.....

..... [4]

.....

.....

.....

..... [10]

[Total: 20]

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